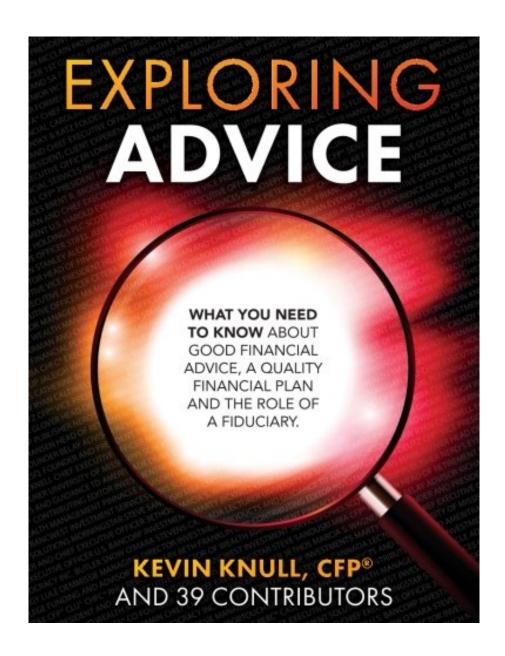


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About the Author

Kevin Knull, CFP® is the President of PIEtech?— the creator of MoneyGuidePro®, the industry's leading financial planning software. As a highly sought after thought leader in the financial services industry, he works with firms of all types to help them better prepare clients for retirement through financial planning. He has held key leadership roles in multiple financial services companies. Knull is a CERTIFIED FINANCIAL PLANNERTM practitioner, a veteran and a graduate of the United States Coast Guard Academy.

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The financial industry is undergoing a revolutionary shift driven by five key factors: the Department of Labor's new regulations, asset management commoditization, fee compression, an increasingly competitive environment and a more informed consumer. Financial advisors are grappling with how to serve their clients' best interests, profitably grow their businesses and navigate the evolving landscape.

Author Kevin Knull, CFP® helps define a path to success by exploring three questions: What is good financial advice? What constitutes a quality financial plan? What does it mean to be a fiduciary?

Based on research, qualitative insight from hundreds of conversations with industry advisors, regulators, attorneys, academics and consultants, and data from over 1 million plans, Knull outlines the elements of a quality financial plan, how a quality financial plan is an effective and prudent way to comply with the DOL regulations and how it can help financial advisors differentiate their firms in a challenging environment.

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