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The *Success Series*: Creating Alpha in the 401(k) World

VIENNA, VA (10.14.11) Signature Financial Partners, LLC (SFP), a local financial services firm and member of John Hancock Financial Network (JHFN), hosted their quarterly *Success Series* on Wednesday, October 12 at their Tysons Corner office and Thursday, October 13 at their Baltimore office.

The October event, which was open to experienced financial professionals with advanced registration, featured two nationally-recognized retirement planning experts: Fred Barstein and Bruce Harrington.

Fred Barstein, recently named "Most Influential Person in the 401(k) Industry" in 2011 by *401k Wire*, is the Founder and Executive Director of The Retirement Advisor University (TRAU). TRAU has quickly become the industry's leading training and designation program for focused and dedicated Defined Contribution advisors and professionals. During his presentation, Barstein focused on emerging D.C. market trends and how to discover Alpha, or one's value, to hold a competitive advantage in the retirement marketplace.

Bruce Harrington leads the Retirement Sales and Strategy team at JHFN; where he and his team recently launched a turnkey retirement income program which focuses on product allocation to fulfill one's retirement sustainability quotient, or how long income will last after retirement. At the *Success Series* Harrington presented seven traits of a highly effective D.C. Broker Dealer. These traits range from having a dedicated 401(k) effort as some broker-dealers are pulling back from the business to providing best practices forums and events. "When advisors get together they are able to learn, share their best practices and grow," said Harrington who noted that keeping up-to-date on regulatory changes and industry innovations is critical.

"We are privileged to have access to some of the best available expertise in the retirement marketplace," said Daryl Brockman, Managing Partner at SFP. "With the ever changing 401(k) and fiduciary environment, we find the utmost importance to keep advisors and their clients updated as best as possible."

The *Success Series* aims to provide experienced financial advisors in the D.C. region with practice development advice from industry experts. If you would like to be invited to future *Success Series,* contact Melissa Persak at mpersak@SFPfinancial.com or 703.893.2550. Reservations are required as seating is limited.

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About Signature Financial Partners, LLC

Signature Financial Partners, LLC has been helping clients realize their financial goals for over 30 years. We offer comprehensive financial guidance and a commitment to exceptional client service for families and businesses throughout the Mid-Atlantic region. With offices in Virginia, Washington D.C. and Maryland, our trusted financial representatives are responsible for understanding his or her client's entire financial picture and for providing the appropriate resources to meet a wide variety of needs. Presently, Signature Financial Partners, LLC has over 40,000 personal, business and association clients - each with unique financial goals. For more information on our firm, please visit www.SFPfinancial.com.

About John Hancock Financial Network

JHFN is a national network of independent firms with approximately 1,900 financial professionals across the U.S. A leader with the stability and scale to offer an innovative business model, JHFN gives entrepreneurial financial professionals the power to effectively build unique businesses, based on their own vision and market opportunity. For more information on John Hancock Financial Network and its national network of independent firms, visit www.jhnetwork.com.

We are strongly committed to diversity and equal opportunity.