



FOR IMMEDIATE RELEASE

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Asset Advisory Services Celebrates 30th Anniversary

JUPITER, FL, October 1, 2010 -- Curtis S. Francisco, CFP[®], AIF[®] is proud to announce the 30th anniversary of Asset Advisory Services, Inc., the firm he founded in the Jupiter/Tequesta area in the fall of 1980.

Curt is President of Asset Advisory Services, and Registered Securities Principal of the branch office of Commonwealth Financial Network Member FINRA/SIPC. He is a CERTIFIED FINANCIAL PLANNER[™], Practitioner, an Accredited Investment Fiduciary[™], and a Registered Investment Adviser. He was the first CFP[®] practitioner in the Jupiter area, and he's been with Commonwealth Financial Network since 1992.

Curt has always felt strongly about taking part in the community in which he lives, as witnessed by his many years as a Trustee of the Jupiter Medical Center Foundation, Inc., an Advisory Board member of Florida Atlantic University's Honors College, a member of Kiwanis, and founding member of Jupiter's Business Ideas Group (BIG). He is also the founding sponsor of the "You Go Girl!" charity fundraiser benefitting Jupiter Medical Center Foundation.

Asset Advisory Services has five employees and provides comprehensive financial planning services to approximately 700 clients. Fondly known as "Coach Curt," people rely on him for guidance and investment planning that can make a difference in their lives. This was demonstrated this past May when Curt was selected for the second consecutive year for the *2010 Best of Jupiter Award* in the Investment Counselors category by the U.S. Commerce Association (USCA). Each year, the USCA identifies companies that they believe enhance the positive image of small business through service to their customers and community.

“Relationship Investing,” is how Curt refers to his approach to financial planning. “My firm’s in-depth approach to financial planning is grounded in my undergraduate studies in Statistical Psychology,” explains Curt. He specializes in goal and life style planning, as well as retirement planning. “My aim is to create a relationship with each of my clients and coach them for both personal and financial success.”

Asset Advisory Services is an independent firm founded by Curtis Francisco, CFP[®], AIF[®] in 1981. One of 34 Florida financial advisors listed in the 2006 *State-by-State Winner’s Circle*, Francisco was Jupiter’s first CERTIFIED FINANCIAL PLANNER[™] practitioner and serves his clients in numerous areas of financial services and investment products. Mr. Francisco is also a Registered Investment Adviser and Branch Manager of the local office of Commonwealth Financial Network, Member FINRA/SIPC, a broker-dealer providing securities sales and service. Asset Advisory Services is located at 2141

Alternate A1A South, Suite 400 in Jupiter. For more information visit

<http://www.profit1.net> or call (561) 747-9550.

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