



**For Immediate Release**

Media Contact: Michael Beightol  
Coyote Marsh & Associates, Inc.  
847.277.7353  
{mbeightol at coyotemarsh dotcom}

## **LifeAuditors Asks: “How Do You Know When It’s Time to Hire a Financial Quarterback?”**

**Long Grove, IL (October 9, 2012)** – In some circles the term “financial quarterback” has become a catchphrase to describe a financial advisor who tries to be the central figure planning, coordinating resources and executing financial decision-making for their clients. But being the quarterback should also include taking the lead on the full collection of a client’s service providers that includes bankers, accountants, attorneys, trust officers and insurance agents.

The strictly financial quarterback idea seems to have gained some traction with the super-rich, according to a study released earlier this year from Morgan Stanley and Campden Research. While certainly unscientific and only focused on a narrow group, Campden found that 42 percent of the super-rich (assets greater than \$100 million) are using a central person to manage their financial consulting team.

So if 2 out of every 5 of the super-rich are taking this approach, what does it mean for the rest of us? “With such a high percentage of the ultra wealthy adopting this model, it seems that the life audit approach we recommend is gaining currency for just about anybody who wants greater peace of mind,” says [Paul Katz](#), founder of [LifeAuditors, Inc.](#) Katz’s firm works with business owners, individuals and families with an objective, unbiased point-of-view.

Family, friends and “long-time advisors are great, but they sometimes lack the perspective people need today to be sure that their finances, investments and plans are in order,” Katz advises. Too often, advisors may have “something to sell” which can color a recommendation.

A life audit occurs when a LifeAuditors counselor creates a plan that takes a horizon wide view, all while being non-judgmental. “Whether it’s having a quarterback or a LifeAuditor, the end result should be the same,” Katz says. “Our clients rest assured that all of the functions that they use to manage their life have been assessed, vetted and adjusted as necessary to be sure goals are being achieved.”

Katz says his objective is to [always remain objective while becoming a confidant](#) to clients to help them reach their goals. With 40 years of experience across a range of issues, Katz created LifeAuditors to encompass a range of issues, including:

- Tax and Financial Consulting
- Pension Plan Analysis



- Tax Compliance (corporate & personal)
- Estate Planning
- Wealth Transfer Advice
- Business and Personal Retirement Exit Strategy Analysis
- Elder Care and Special Needs Planning Advice

According to the Campden study, wealthy families say they usually have one primary investment advisor for money management, but that their assets are spread across any number of satellite resources. Katz agrees it's a sound strategy for anyone – small business owner, C-Level executive or wealthy family – “to spread their eggs around different baskets to diversify investments and mitigate risks. At the same time, a LifeAudit accomplishes the same thing across the entire range of advisors any of us may work with over the course of our adult life.”

**About LifeAuditors, Inc.**

LifeAuditors<sup>SM</sup> provide a comprehensive, independent assessment of personal and business objectives that includes analysis of corporate and personal tax returns, wills, trusts, buy-sell agreements, retirement plans, insurance, pre and post-nuptial agreements, special needs arrangements for dependents, blended family planning and personal exit strategies. LifeAuditors<sup>SM</sup> [consulting services are on a fee-basis only](#); no products are ever sold. Paul Katz, LifeAuditors founder with 40 years' experience in the financial environment, firmly believes that a second objective opinion is a sound business strategy if practiced continuously. To learn more, visit [www.lifeauditors.com](http://www.lifeauditors.com) and schedule a complimentary consult.

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