



PRESS RELEASE

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FOR IMMEDIATE RELEASE

Title: FIP announces Jared Keller as President

Conshohocken: Financial Independence Planning is proud to announce Jared Keller, CFP® has been promoted from New Business Manager to President effective immediately. Jared's preparation for this role began over 10 years ago, building a wealth of experience at each stop in his career. Beginning as an intern, Jared moved to providing support to advisors as a member of the Client Services Team, continuing to develop his business acumen. Serving as one of the firm's Senior Financial Advisors and its New Business Manager for the last 5 years, Jared continued to bring the same level of enthusiasm and deep financial planning knowledge to each client meeting.

FIP's CEO, Harry Keller says of the promotion "This long-planned transition provides FIP with a strong, knowledgeable leader as we prepare and plan for the next 25 years in helping clients. With his background directly working with clients and intimate knowledge of the industry, Jared's leadership will bring continued new successes as we adapt to a rapidly changing world."

About Financial Independence Planning

Celebrating its 25th anniversary, Financial Independence Planning, LLC™ (FIP), based in Conshohocken and Lansdale, is a [full-service](#) financial services firm serving mainly Bucks, Delaware, [Philadelphia](#), Chester and Montgomery counties. For over 25 years, the firm has executed a proprietary 8-step FIP [financial process](#) primarily for clients in "pre-retirement" and retirement to help optimize their assets. The FIP process helps identify objectives and potential roadblocks early by mapping out an [FIP Road Map](#). Through constant monitoring, quarterly calls and annual reviews, FIP advisors help clients stay on track to not worry about money and enjoy all the things in life that are important to them. The firm's online [client collaboration](#) tools enable clients [24/7 secure access](#) and a 360 view through **myFIP** to their portfolio. The firm also provides educational seminars, a schedule of these events are on www.myfipadvisor.com. Harry Keller, the firm's CEO and founder, was named to the Financial Times 400 Top Financial Advisers list in April 2019 and April 2020. The Financial Times (FT) 400 is based on data gathered from financial advisors, regulatory disclosures, and the FT's research. The listing reflects each advisors status in seven primary areas, including DC plan assets under management, growth in DC plan business, specialization in DC plan business, and other factors. This award does not evaluate the quality of services provided to clients and is not indicative of this advisor's future performance. Neither the advisor nor their parent firms pay a fee to Financial Times in exchange for inclusion in the FT 400.

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