



FOR IMMEDIATE RELEASE:

Mark Zaifman Launches SPIRITUS Financial Planning

Santa Rosa, CA, Sept. 11, 2003 - Mark Zaifman has enthusiastically launched *SPIRITUS*, a financial planning firm in Santa Rosa, which offers a unique 'values-based' approach to money management. Zaifman is a former tax accountant and entrepreneur who established a successful financial executive search firm in New Jersey that grew to four offices and more than \$1 million in annual revenue before he sold it and moved to California in 1992. He then served a senior corporate recruiter for Fair, Issac.; Advanced Fibre Communications; Mahi Networks; Texas Instruments and Talent Acquisition Group before establishing *SPIRITUS*.

SPIRITUS philosophy is based on the principles outlined in the groundbreaking 1992 book, *Your Money or Your Life* by Vicki Robin and Joe Dominguez. After hearing the authors interview on the National Public Radio program *Fresh Air* a decade ago, Zaifman became a volunteer with their New Road Map Foundation, ultimately giving talks and conducting workshops on the topic of financial freedom and how to achieve it. That freedom, Zaifman emphasizes, is a product of clarity around one's life values, of which the sheer accumulation of money is but one part.

"Everyone has different needs, attitudes, and backgrounds regarding money," says Zaifman. "What I do with my clients is to think through what those are, find out how much they need to achieve the lifestyle they want, then create a systematic program to get them there. It's a matter of balancing their finances with the full spectrum of their other needs."

SPIRITUS will offer comprehensive individual and business financial consulting services. Some services include: forming a Corporation or Limited Liability Company, investment review and strategies, tax reduction strategies and planning, retirement income planning, household budget and credit reviews. Also included are personal values exercises that help improve basic money management, cash flow and savings.

"The ultimate goal of financial freedom is peace of mind and quality of life, which happens only when you achieve clarity on your values," Zaifman says. "Often, people discover they're on a cycle or working more and spending more, which in turn requires them to work even more. My goal is to help clients carefully examine their needs, their budgets and their dreams, so they can control their money and time rather than be controlled by it."

SPIRITUS is a fee-based service, with Zaifman receiving no commissions on investment recommendations. You can reach him at 707-534-9478, or www.spiritusresources.org.

CONTACT INFORMATION:

Pat Chiappa, Director of Marketing
Spiritus Financial Planning Inc.
707-534-9478
spiritusfinancial.com

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