



FOR IMMEDIATE RELEASE:

MARK ZAIFMAN EARNS ACCREDITED INVESTMENT FIDUCIARY DESIGNATION FROM THE CENTER FOR FIDUCIARY STUDIES

Petaluma, CA, November 12, 2013 – Mark Zaifman, a Financial Planner and Registered Investment Advisor with [Spiritus Financial Planning](#) has been awarded the Accredited Investment Fiduciary® (AIF®) Designation from the Center for Fiduciary Studies™ (the Center), the standards-setting body for fi360. The AIF Designation signifies specialized knowledge of fiduciary responsibility and the ability to implement policies and procedures that meet a defined standard of care. The Designation is the culmination of a rigorous training program, which includes a comprehensive, closed-book final examination under the supervision of a proctor, and agreement to abide by the Code of Ethics. On an ongoing basis, Designees are required to complete continuing education to maintain the AIF Designation.

Zaifman, a resident of Sonoma County, CA is the owner and founder of Spiritus Financial Planning which is based in Petaluma. Zaifman specializes in holistic financial planning with an emphasis on retirement planning.

Fi360, based near Pittsburgh, Pa., is the first full-time training and research facility for fiduciaries, and conducts training programs at universities throughout the United States and abroad. The Center for Fiduciary Studies confers the AIF Designation as well as the Accredited Investment Fiduciary Analyst™ (AIFA®) Designation. AIFA Designees are the only recognized professionals trained to perform fiduciary assessments, which measure how well investment professionals are fulfilling the fiduciary duties required of them by the applicable investment legislation, case law, and regulatory opinion letters.

About Spiritus Financial Planning

Spiritus is a fee-only financial planning firm, offering comprehensive personal financial planning, including retirement planning and investing planning services for individuals and small business owners. We offer complimentary consultations to help you in choosing the best financial planner to fit your individual needs.

About fi360

Fi360 offers training, tools and resources to promote a culture of fiduciary responsibility and improve the decision making processes of investment fiduciaries – individuals who manage money for others. Fi360 provides investment education and training programs, and develops sophisticated Web-based tools and reporting include the innovative fi360 Fiduciary Score® and the Family Fund Fiduciary Rankings™ for trustees and investment professionals. The Center for Fiduciary Studies confers the Accredited Investment Fiduciary® (AIF®) and Accredited Investment Fiduciary Analyst™ (AIFA®) [professional Designations](#). For more information on future fi360 events, training programs and fiduciary products, visit www.fi360.com.

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