

# Marathon Strategic Advisors, LLC

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## Press Release

### **Marathon Strategic Advisors Receives the Highest Five-Star Rating in the Paladin Registry for the Eighth Consecutive Year**

**Steubenville, OH – January 23, 2012** – Marathon Strategic Advisors, LLC is pleased to announce that the Paladin Registry has awarded Marathon its highest five-star rating for the eighth consecutive year. The Paladin Registry is an independent firm that searches and compares the credentials, ethics, and business practices of financial advisors. Investors use Paladin’s free service to find, evaluate, and select advisors which have the knowledge and ethics to help them achieve their financial goals. The Paladin Registry will only give 3-5 star ratings to financial advisors that are in the top 10% of their profession.



Paladin’s founder, Jack Waymire, said, “Paladin solves three major problems for investors. First, quality advisors are hard to find, because they do very little marketing. They do not have to market their services, because they rarely lose a client, and because they attract clients from referrals. Second, most investors don’t know good advisors from bad ones, and often select the ones with the best sales skills. Third, investors don’t have a frame of reference to determine if the answers to the questions that they ask [financial advisors] are true or useful. This makes investors vulnerable to advisors that will take advantage of them.”

Waymire added “The financial services industry has no minimum standards for advisors. There are no education requirements, not even a high school diploma, and no experience requirements. In fact, 18 year olds and people with criminal records can obtain securities licenses. The combination of no standards and no disclosure requirements create a major risk for investors and the Paladin Registry is one of the few resources that help them avoid the risk.”

“We are honored that the Paladin Registry has awarded their highest rating to our firm,” said Nick Terezis, President of Marathon Strategic Advisors. “We believe this rating confirms what we have known from our first day of business – Marathon is a rare treasure to its clients. I believe the Marathon way of doing business is superior to the vast majority of financial firms for the following reasons: we always put our client’s interests above anyone else’s – including our own; we do not have conflicts of interest that disadvantage our clients; we are compensated only by our clients – and not by firms trying to get us to sell products to our clients; and we have one of the most highly credentialed portfolio managers in the industry that works directly with all clients.”

“Paladin provides a valuable service to investors, and is an excellent first round of due diligence separating the wheat from the chaff in financial advisory field,” commented Terezis.

#### About Marathon Strategic Advisors, LLC

Marathon Strategic Advisors is a fee-only investment advisory firm established in 1999 specializing in the development, implementation, and maintenance of custom-made investment portfolios for individuals (including IRAs), pension plans, trusts, and corporations.

#### About Paladin Registry, LLC

Paladin is an information service company that provides free profiles, ratings, and educational services over the Internet to investors who rely on investment advisors to achieve their financial goals. Paladin services help investors avoid bad advisors and select competent, trustworthy professionals. Paladin does not benefit financially from investor decisions. Visit Paladin’s website at [www.paladinregistry.com](http://www.paladinregistry.com) for additional information.

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