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**Study Finds Striking Shift in Financial Products Offered by CPA Advisors**  
Latest CEG Worldwide research indicates significant adoption of insurance, annuities, deferred compensation and private money management since 2004.

SAN MARTIN, CA—February 26, 2010—CEG Worldwide, the leading coaching, consulting and research firm for elite financial advisors, announced today new research indicating that CPAs who offer financial advisory services to their clients are increasingly recommending life insurance, variable annuities, long-term care insurance, deferred compensation and use of private money managers.

Researchers found that many more CPAs were offering certain products in 2009 than they were in 2004, as shown in Table 1.

**Table 1: Financial Products Offered by CPAs: Largest Percentage Gains**

<b>Financial Product</b>	<b>2009</b>	<b>2004</b>	<b>% Change</b>
Long-Term Care Insurance	49.8%	3.0%	+46.8%
Life Insurance	55.6%	14.2%	+41.4%
Variable Annuities	47.8%	13.7%	+34.1%
Deferred Compensation Programs	34.6%	5.8%	+28.8%
Selected Private Money Managers	34.6%	12.2%	+22.4%

*N = 205 CPA firms (2009) and 394 CPA firms (2004). Source: CEG Worldwide.*

On the flip side, firms are offering some financial products somewhat less often than in 2004, as shown in Table 2.

**Table 2: Financial Products Offered by CPAs: Largest Percentage Declines**

<b>Financial Product</b>	<b>2009</b>	<b>2004</b>	<b>% Change</b>
Individual Securities	64.9%	85.0%	-20.1%
529 Plans	64.9%	74.9%	-10.0%
Retirement Plans	82.4%	89.6%	-5.2%
Managed Accounts	56.6%	61.2%	-4.6%
Mutual Funds	95.6%	100.0%	-4.4%

*N = 205 CPA firms (2009) and 394 CPA firms (2004). Source: CEG Worldwide.*

“We can reasonably surmise that this shift in the product offering is in response to changing market conditions and the relative profitability of various products,” said John J. Bowen Jr., founder and CEO of CEG Worldwide and a co-author of the study. As mutual funds, retirement plans and individual securities have become ever more commoditized and cheaply available, some CPAs may have concluded that they can be more profitable and their clients better served through a focus on higher-value products.

### **About CEG Worldwide, LLC**

CEG Worldwide is passionate about coaching financial advisors and institutions to build a Simple and Elegant Wealth Management Business<sup>SM</sup>. Using state-of-the-art research methodologies and analysis combined with proven strategies and tactics for building highly successful advisory practices, CEG Worldwide provides uniquely powerful insight into what allows elite financial advisors to thrive.

CEG Worldwide delivers fully scalable financial advisor training programs at many of the world’s largest financial institutions. The firm’s proprietary institutional strength intelligence is based upon empirical studies of more than 10,000 advisors and 14,000 high-net-worth individuals. By combining research expertise with pragmatic and proven business experience, CEG Worldwide helps institutions achieve measurable gains in productivity, retention and assets under management and provides advisors with proven business-building strategies and tactics.