Press Release- *June 1, 2013*

Janet Edwards obtains the *Certified Wealth Strategist*® industry designation

(Beachwood, OH) Janet Edwards, Manager of Client Relations, Reed Financial Services is among the first 2000 professionals obtaining the wealth management skill set of the future. The Certified Wealth Strategist® designation, administered by Cannon Financial Institute, recognizes those individuals completing thorough study of the issues surrounding effective wealth advising to comprehensively address clients' wealth management needs.

Obtaining the Certified Wealth Strategist® designation provides financial services professionals with the technical knowledge, practice management know-how and the critical client communication skills to create and build a wealth advisory practice that works effectively for clients with more complex wealth issues. These professionals strive to become their clients' trusted advisor.

"The creation of the CWS® designation was in response to a need in the industry for a practical, application-based certification program for financial professionals. Specifically, in volatile times like the present, a respected financial service professional requires the skill set of a "trusted advisor". Defined as an advisor with not only the competencies to understand their clients specific wealth needs but the conversational skills to communicate it in a way that the client comprehends. Completing this designation distinguishes the recipient for their commitment to their clients' financial future," said Phil Buchanan, Chairman, CWS® Advisory Board and CEO, Cannon Financial Institute.

To obtain the Certified Wealth Strategist® certification one must go through a comprehensive blended-approach to learning. The program consists of 4 days of classroom training, months of directed study, video (including textbooks & study guides, e-learning lessons, technical tests) and completion of a final Capstone project. The entire study takes approximately six months to complete. The designation is awarded upon the successful completion of the entire program and passing of the *Capstone* project. The Certified Wealth Strategist® education and designation are administered by Cannon Financial Institute, in which the CWS® Board of Standards awards to individuals who successfully complete initial and ongoing certification requirements.

For more info about the Certified Wealth Strategist® certification or Cannon Financial Institute please visit the website at **www.certifiedwealthstrategist.com.**