



FIDUCIARY FINANCIAL PARTNERS

## Fiduciary Financial Partners Launch New Website



*New customer-centric website supports partner's mission of helping investors make sense of a complex financial world*

**Naperville, IL** - February 5, 2013 - Fiduciary Financial Partners (FFP) has launched a new website to support its mission of being a trusted, "fiduciary" partner and helping customers make sense of a complex financial world. The new website presents FFP's approach, describes their full suite of financial services and offers cutting-edge, web-based wealth management tools.

The new website is located at: [www.fiduciaryfinancialpartners.com](http://www.fiduciaryfinancialpartners.com)

The website features "FFP University", a resource that helps investors make more educated financial decisions. FFP University contains a series of educational videos, articles and webinars which discuss the most prevalent issues of the financial world.

FFP clients also have the opportunity to utilize sophisticated, easy-to-use web-based wealth management tools. With a private account that is only accessible by customer and advisor, a client can view everything about their financial and estate plans anytime, anywhere.

John Eberle of Fiduciary Financial Partners says:

"We decided to launch a new website to tell our story better. Our goal was to let clients know that there is a better way. There is a big difference between acting as a fiduciary instead of working with a big, impersonal bank. We offer a holistic approach to our relationship with our clients and we want our website to be a reflection of that approach."

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### **About Fiduciary Financial Partners, LLC**

From their offices in Naperville, IL, Fiduciary Financial Partners (FFP) provide a wide range of financial and estate planning services, including: Financial Planning & Consulting, Portfolio Management, Retirement Plan Advisory and Insurance Brokerage. As a "fiduciary", independent financial advisor, FFP is dedicated to a "client first" approach. For more information, visit their website at: [www.fiduciaryfinancialpartners.com](http://www.fiduciaryfinancialpartners.com)

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