

FOR IMMEDIATE RELEASE

Christian Koch Has Been Admitted to the Paladin Registry Honor Roll

Sacramento, CA, August 19, 2011, Paladin announced that Christian Koch of KAM South has been admitted to the Registry Honor Roll for Financial Professionals.

Investor Watchdog (www.InvestorWatchdog.com) vets financial planners, investment advisors, financial consultants, and money managers for the Paladin Registry Honor Roll (www.PaladinRegistry.com). Watchdog's vetting process is based on a proprietary algorithm that is used to measure the quality of advisor credentials, ethics, and business practices. Professionals who score in the top 10% of Watchdog's screening process are eligible to be profiled on the Registry Honor Roll.

Jack Waymire, Paladin founder and author of the highly regarded book **Who's Watching Your Money? The 17 Paladin Principles for Selecting a Financial Advisor** (ISBN 0471476994) said "Paladin has been providing information services to investors since 2003. Our role is to gather data from advisors, screen the data using Watchdog analytics, and produce reports that help investors make informed decisions when they select financial professionals. We also provide documentation so investors have a permanent record of advisor responses."

Waymire observed, "Selecting a high quality financial professional sounds easy, but it is not for three reasons. First, all advisors claim to be ethical financial experts. Second, these claims are made in sales pitches so investors have no record of what was said. Third, advisors get away with deceptive sales practices because they do not have mandatory disclosure requirements. It is up to investors to determine who is telling the truth."

Paladin Registry is a game changing service because the Watchdog algorithm focuses on information that impacts advisor competence and ethics, for example: experience, education, certifications, compliance records, licensing, registrations, disclosure practices, and fiduciary status. The vetting process is not impacted by advisor personalities or sales skills.

Waymire confirmed that only a small percentage of financial planners and investment advisors can meet the Registry Honor Roll's strict admittance requirements.

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About Paladin Registry Honor Roll

Paladin is an information services company and not a financial services company. The Registry provides free public services to investors who rely on professionals to help them achieve their financial goals. Visit Paladin's website at www.PaladinRegistry.com for additional information.

About Christian Koch

Christian G. Koch, a long-time investment manager and recognized equity research industry leader is the founder and owner of KAM South. The firm provides families with highly personalized and comprehensive investment management and financial planning through one fee-only structure. Koch has earned multiple certifications and designations in addition to his admission to the Paladin Registry Honor Roll. Visit his website at www.KAMSouth.com for additional information.

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Paladin Registry Listing for Christian Koch
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