FOR IMMEDIATE RELEASE

CONTACT: Michael Purtill
617-953-6809
mike@purtillfinancial.com

Cleveland-based Purtill Financial LLC Named as a Top Registered Investment Advisor by Financial Advisor Magazine

Highland Heights, OH (July 23, 2010) - Cleveland-based financial advising and wealth management firm Purtill Financial LLC was recently named to the 2010 ***Financial Advisor Magazine's*** Top RIA (Registered Investment Advisor) Ranking. The trade publication calls it "a coveted honor and a true testament to a firm's accomplishment and success this past year." Nationally, there were over 30,000 registered investment advisors who were eligible and 449 firms were named to the list by the magazine. 20 Ohio firms made the list.

Purtill Financial saw an increase in assets under management of 42% between 2008 and 2009, ranking 64th in the USA and second in Ohio on the listing. The median firm nationally saw growth in assets under management of 22%.

Purtill Financial increased its client base by 28% between 2008 and 2009, ranking 44th in the USA and first in Ohio in client growth rate on the magazine's listing. The median firm nationally saw client growth of 5% between 2008 and 2009.

As fee-only financial advisors, Purtill Financial acts as fiduciaries, providing clients with investment and financial planning assistance while accepting no fees or commissions from brokerage firms or mutual fund companies in exchange for its recommendations. Working with a fee-only adviser provides assurance to investors that the advice received is objective and designed only to help the client's financial situation.

According to firm President Donald Purtill, "We feel that our growth is a reflection of our strong focus on doing what is best for our clients. We are referred new clients by our existing clients because of their satisfaction with our service and investment results in a volatile market environment. New clients are impressed with the increased returns they can get by eliminating all commission-based products from their portfolio. "

Purtill Financial LLC is a fee-only wealth management and financial advisory firm registered in the States of Ohio and Florida as a Registered Investment Advisor with offices in Highland Heights, OH, Vermilion, OH and Fort Myers Beach, FL. The firm currently has $22 million in assets under management and serves about 65 client families.

Purtill Financial is one of a limited number of NAPFA (National Association of Personal Financial Advisors) registered financial advisers in the Cleveland area serving individuals and families who seek professional, honest, and unbiased investment advice without sales commissions. Purtill Financial LLC provides investment management, retirement planning and tax planning services and currently has four professionals on its staff. The firm's website is: www.purtillfinancial.com.