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FOR IMMEDIATE RELEASE
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ROYAL OAK, Michigan – Randall A. Hoover, ChFC, REBC, CLU, RHU, President of Hoover and Associates Financial Services, Inc. has been named a 2010 FIVE STAR Wealth Manager in the metro Detroit, Michigan area.

Randy was chosen as a result of a rigorous independent research process, designed to identify those wealth managers who scored highest in client satisfaction. Randy is part of a select group representing fewer than 7% of the wealth managers in the Detroit area who are featured in the June, 2010 issue of *HOOR Detroit* magazine.

“While this is a great honor, this is really about overall customer satisfaction,” Hoover states. “In our case, this is a reflection of the entire team’s effort that takes place after the inception of a new customer relationship as well.”

Crescendo Business Services LLC (Crescendo), a Minnesota based customer satisfaction ratings company, working with city and regional magazines, presents the award to the professionals in many industries, and in many markets. As an independent third party, Crescendo gives the FIVE STAR award in order to assist consumers in selecting a service professional other consumers have indicated provide exceptional client satisfaction.

The FIVE STAR Program and its research process adheres to the guidelines established within the Investment Advisors Act of 1940 regarding third-party recognition. The 2010 FIVE STAR Wealth Managers do not pay a fee to be included in the research or the final list of FIVE STAR Best in Client Satisfaction Wealth Managers.

Under the program, by mail and by phone, up to 100,000 high-net worth individuals and 4,000 financial service professionals are asked to name and evaluate up to three wealth managers. Each respondent is asked to evaluate only wealth managers whom they know through personal experience, and to evaluate them on nine criteria: customer service, integrity, communication, knowledge/expertise, value for fee charged, whether the wealth manager meets client financial objectives, post-sale service, quality of recommendations, and overall satisfaction.

ABOUT HOOVER AND ASSOCIATES: Hoover and Associates offers complete insurance, financial and employee benefit planning services. We work together to serve our clients' business and personal needs with focused solutions that emphasize convenience, practicality and ingenuity. Since our foundation in 1988, we have believed in partnering with our clients to assist them in preserving and managing their net worth, growth, and development.

We prepare our recommendations using information our clients share with us about their goals, objectives, and present resources. Then we overlay Market conditions, Tax Regulatory, and actuarial considerations to uncover the best objective client solutions. Hoover and Associates is located at 909 North Main Street, Royal Oak, Michigan. Visit our website at www.hooverassociates.com for more information.

Securities offered through Sigma Financial, Inc. Member FINRA/SIPC.

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