

## **FINANCIAL ADVISORS IN GREAT DEMAND; NEWLY PUBLISHED CAREER GUIDE AVAILABLE TO HELP INDIVIDUALS DECIDE TO PURSUE CAREER**

### **North Star Resource Group and GAMA International working to educate public about advisor careers**

**MINNEAPOLIS -- May 14, 2008** – With a projected growth rate of 41 percent over the next eight years<sup>1</sup> and a high average income<sup>2</sup>, a career as a financial advisor is considered one of the best careers in the country. But finding the right people to join the profession is one of the financial services industry's greatest challenges.

To help meet that challenge, Edward G. Deutschlander, CLU, CLF, executive vice president of Minneapolis-based North Star Resource Group, and 2007-2008 president of GAMA International, has written a guide that provides a career overview and is designed to educate people about the profession. Entitled *“Do Well By Doing Good. Should I become an advisor in the financial services industry?”* the brochure covers benefits, challenges and what to expect to help individuals decide if they should proceed as a candidate.

The brochure is published and available through GAMA International, an organization committed to professional development in the financial services industry. To order copies or for more information, contact GAMA at 1-800-345-2687.

“Over the past 15 years, I’ve interviewed thousands of candidates for financial advisor careers, and through that have learned a lot about what it takes to be successful in this career,” said Deutschlander. “We want to help people make the right decision about going into this field.”

An average industry retention rate of only 14 percent<sup>3</sup> for the first four years in the career is testament to the challenging nature of the career. The first years are difficult but for those that persevere, the benefits are many.

“I liken this profession to that of law or medicine,” said Deutschlander. “It requires additional education, specialized training, intense effort and commitment. But for the few who

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<sup>1</sup> U.S. Department of Labor, 2008-2009 Occupational Outlook Handbook.

<sup>2</sup> According to the U.S. Bureau of Labor Statistics, the average yearly earnings of personal financial advisors in 2006 were \$86,730.

<sup>3</sup> GAMA International.

take the journey and are successful, the payoff and rewards are very high.”

## **North Star Resource Group**

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Advisors have great control over their businesses, including how much time is spent at work and determining which clients to work with. Another benefit is helping others. “In this career, you can literally change people’s lives,” said Deutschlander.

North Star Resource Group is one of the few financial services firms in the industry that primarily recruits directly from college campuses and has one of the highest retention rates in the industry. “Our philosophy is that people start their careers with us and stay with us,” he said. The firm provides extensive training and mentoring to help advisors succeed.

### **About North Star Resource Group**

North Star Resource Group is a Minneapolis-based financial services firm that helps individuals and businesses create, preserve and protect their wealth. The firm has offices in nine states, and through its 200 financial advisors provides financial security for individuals and businesses in the form of financial planning, life and disability insurance, retirement plans and investments, long-term care and employee benefits. As for December 31, 2007, North Star Resource Group had more than \$4 billion in client holdings and more than \$19 billion in life insurance in force. For more information, visit [www.northstarfinancial.com](http://www.northstarfinancial.com).

*North Star Resource Group offers securities and investment advisory services through CRI Securities, LLC and Securian Financial Services, Inc., Members FINRA/SIPC. CRI Securities, LLC is affiliated with Securian Financial Services, Inc.*

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