

JUSTIN W. SMITH, CFA[®], CFP[®], SUCCESSFULLY COMPLETES RIGOROUS REQUIREMENTS, EARNS CERTIFIED FINANCIAL PLANNER[™] CERTIFICATION



Greensboro, NC, February 4, 2010 – Justin W. Smith, CFA[®], CFP[®], a Financial Advisor at Jonathan Smith & Co., Investment Counsel in Greensboro, NC has been authorized by the Certified Financial Planner Board of Standards (CFP Board) to use the certification marks CFP[®] and CERTIFIED FINANCIAL PLANNER[™] in accordance with CFP Board certification and renewal requirements. Mr. Smith has worked at Jonathan Smith & Co. Investment Counsel since 2005 and is responsible for determining the firm's investment strategy and assessing client needs and then carefully crafting, monitoring, and adjusting financial plans to match their need for return with their tolerance for risk.

These marks identify those individuals who have met the rigorous experience and ethical requirements of the CFP Board, have successfully completed financial planning coursework and have passed the CFP[®] Certification Examination covering the following areas: the financial planning process, risk management, investments, tax planning and management, retirement and employee benefits, and estate planning. CFP[®] certificants also agree to meet ongoing continuing education requirements and to uphold CFP Board's Code of Ethics and Professional Responsibility, Rules of Conduct and Financial Planning Practice Standards.

"While I'm proud and pleased to have earned the right to use the CFP[®] marks," Smith said "I'd be just as happy to have nothing to show for it except my newfound knowledge. That probably sounds like it belongs in a press release, but I'm serious as I can be. The CFP[®] curriculum is relevant, encompassing, and integral to what we do every day."

The growth in the number of financial services credentials has created confusion for the general public and finance students alike. The two most numerous designations are the CFA[®] and CFP[®], whose curriculums are now found in a growing number of colleges and universities. In terms of public perception, the CFP[®] designation is perceived as a generalist designation that provides the best preparation for comprehensive personal financial planning, while the CFA[®] designation is perceived as a specialist designation that best prepares individuals for investment analysis and portfolio management. *Only 2,140 individuals, or 1% of CFP[®] designees and 2.4% of CFA[®] Charterholders, held both designations.* Even in the short time since he started studying for the exam, Smith has already been able to make great additions to the knowledge base of the Jonathan Smith & Co. team. And the new designation might even help out at home,

"With two daughters under three years old, I have to do some serious planning for myself! Two weddings and hopefully only eight years of college won't come cheap."

Certified Financial Planner Board of Standards

CFP Board is a nonprofit certification organization with a mission to benefit the public by granting the CFP[®] certification and upholding it as the recognized standard of excellence for personal financial planning. CFP Board owns the certification marks CFP[®], CERTIFIED FINANCIAL PLANNER[™] and federally registered CFP (with flame design) in the U.S., which it awards to individuals who successfully complete initial and ongoing certification requirements. CFP Board currently authorizes more than 60,000 individuals to use these marks in the United States. For more about CFP Board, visit www.CFP.net.

Jonathan Smith & Co., Investment Counsel

Jonathan Smith & Co. is a Piedmont Triad based Registered Investment Advisor providing investment counsel and financial planning for individuals, trusts, estates, corporations, investment trusts, employee benefit trusts, and institutions. Aware that each engagement's wealth management needs are unique and often complex, they craft individualized solutions and simplify life's financial aspects for their clients. Their mission is to build, protect and manage each client's wealth through every stage of life. More information may be found at www.jonathansmith.com.