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Well-known NAPFA Advisor, Karen Ramsey, Rolls Out Flexible Investment Option for Investors with Smaller Nest Eggs

RamseyInvesting.com Hires Impact Communications as Agency of Record

SEATTLE, June 12, 2013 – Karen Ramsey, CFP®, a top-rated financial planning professional and wealth manager in Seattle, announced today that she has hired Impact Communications, a Kansas City-based marketing communications firm, as the public relations firm for her new firm’s national launch. “RamseyInvesting.com is an innovative web-based investment management service for the average investor,” said Marie Swift, president and CEO of Impact Communications. “We are very pleased to be working with RamseyInvesting.com and have been engaged to help tell its story to a nationwide audience. We will also provide educational consulting, message development, media training and website consulting,” Swift said.

“RamseyInvesting.com is a revolutionary, web-interactive service that is a culmination of my lifelong dream to offer investment management services not just to the wealthy, but to everyone,” said RamseyInvesting.com’s founder Karen Ramsey. “We have been testing the software and the investment portfolios for the past 5 years with real clients. We’re bringing RamseyInvesting.com to the broader market now because it’s a proven product with the potential to truly impact ‘the average investor’ and his or her financial well-being,” Ramsey said. “Impact Communications has been hired to help us communicate our story to the masses of people that can benefit from our service nationwide.”

Click here to listen to an informative audio interview with Karen Ramsey and Marie Swift (<http://www.audioacrobat.com/play/WXS0CB99>).

HOW RAMSEYINVESTING.COM WAS BORN

A successful independent advisor for many years, Karen Ramsey found that she needed to raise her minimum investment requirements as her firm grew. But her heart was hurting as she realized she was now excluding people like her parents and family friends. “The ultra rich have teams of experts working on their behalf to manage their finances, but the majority of people don’t have any help to ensure they’re invested properly. I felt like I was leaving a large population of people behind that deserve good investment management services,” stated Karen Ramsey. “So, I decided to do something about it and found a delivery method that elegantly and efficiently services clients that don’t meet most financial planners minimums.”

RamseyInvesting.com is an internet-based platform that services clients with accounts as low as \$50,000 for an annual fee of 1% or \$1,000, whichever is greater. The biggest advantage is that clients aren’t left to figure out the best allocations for their investments. A team of professionals calls every client as they sign up, to walk through the portfolio options and to discuss their goals. In addition, clients have the option to receive annual reviews of their investments, over the phone, with a RamseyInvesting.com professional, free of charge.

RamseyInvesting.com's investment philosophy is the same as the Ramsey's wealth management side of the business (the firm that serves those with higher account sizes). Karen Ramsey and her team believe in diversified portfolios, invested for the long run, that do not try to "time the market." All investments are in no-load (lower-cost, commission-free) mutual funds. Proprietary mutual funds are not utilized. The mutual funds are best in class, with a better-than-average chance to beat the indexes. Clients have the choice of actively managed, passively managed or socially responsible portfolios.

About RamseyInvesting.com

RamseyInvesting.com offers affordable, high-caliber money management to clients with almost any account size, located anywhere in the US. The revolutionary, web-interactive solution is the culmination of top-rated wealth manager, Karen Ramsey's, CFP®, life-long dream of offering the best investing ideas and money management service, not just to the wealthy but to everyone. A noted financial expert and public speaker, Karen Ramsey is the author of *Caring for Your Soul in Matters of Money* and *Think Again: New Money Choices®, Old Money Myths*. A sought-after professional, Karen Ramsey has served as a media resource for PBS television stations, national magazines and newspapers. Visit www.ramseyinvesting.com for more information.

About Impact Communications, Inc.

Founded by industry veteran Marie Swift in 1993, Impact Communications specializes in developing effective client communications and marketing strategies for a select group of highly successful financial advisors and allied institutions. Widely respected as a marketing professional with a loyal following, Swift, along with her team, works with independent advisors and select institutions to increase both visibility and credibility within their niche markets. In addition to marketing strategy and media promotions, the firm offers clients graphic design services, content creation, book publishing services, and executive coaching. For more information visit www.impactcommunications.org.

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