

FOR IMMEDIATE RELEASE

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FAI President Earns CEPA Designation

Christopher Cousins, ChFC®, RICP®, CAP® receives CEPA Designation and Joins International Community of Business Advisors as part of the Exit Planning Institute

Farmington Hills, MI – Financial Architects, Inc is proud to announce that President and Shareholder *Christopher Cousins, ChFC®, RICP®, CAP®* recently earned the Certified Exit Planning Advisor (CEPA) designation from The Exit Planning Institute after completing their intensive 4-day executive MBA-style program. *Chris* joins an experienced group of business advisors who have received this designation and are a part of the Exit Planning Institute's international community of CEPAs. *Chris* comments, "As a lifelong entrepreneur, second generation business owner, and past participant in a multi-year business exit strategy, I believe it is important to have positive impact on the many owners of businesses that will transition their companies between now and 2030. Financial Architects is equipped to help with those transitions, and this specialty certification will aid in that effort."

About Financial Architects

Financial Architects, Inc is a versatile money management firm that specializes in the whole person. They have been empowering financial freedom for over 35 years using a holistic macro-economic approach to wealth building and wealth enjoyment. Financial Architects was founded in 1985 by a small team of professionals with a passion for holistic financial planning, even if it meant doing things a little differently. Theirs was a business built not on a desire to sell products, but on a genuine love for planning prosperity. In 1989, firm co-founder, Ken Grace, began using a macro-economic planning process that allows their clients to measure the efficiency of every financial decision and put every financial planning tactic on trial. Today, from its headquarters in Farmington Hills, Michigan, over 40 Financial Architects and support team members focus on one thing: Empowering Financial Freedom for their lifetime clients.

About the CEPA Program

The Certified Exit Planning Advisor program was specifically designed for business advisors who work closely with owners of privately held companies. The organizing principle of the program is Master Planning, the alignment of the three legs of the stool (business, personal, financial), which is executed through the implementation of a process called the Value Acceleration Methodology™. Using an executive MBA-style format, the program includes a combination of lectures, group discussions, case studies and individual exercises to introduce participants to these concepts and to reinforce skills. The program is taught by the Exit Planning Institute's faculty of advisors, who are all sought after subject matter experts and authors. The CEPA program is a widely accepted and endorsed professional exit planning program.

To receive the CEPA designation, *Chris* completed the rigorous 4-day program that involved approximately one hundred hours of pre-course study, thirty hours of classroom instruction, and the successful completion of a 3-hour proctored exam.

About the Exit Planning Institute

The Exit Planning Institute delivers interactive education and training, performance-enhancing resources, and strategic tools designed to enhance the exit planning profession. Formed in 2005 to serve the educational and resource needs of wealth managers, financial planners, accountants, management consultants, attorneys, M&A advisors, commercial lenders, and other business advisors, the Institute is considered a trendsetter in the field of exit planning. Participants who successfully complete the CEPA program and pass the closed book proctored exam receive the Certified Exit

Planning Advisor (CEPA) credential and earn up to 34 continuing education credits with twelve major professional associations, making it a widely accepted exit planning program.

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