



NEW YORK, Dec. 17 /PRNewswire/ -- Worth magazine, a leading financial publication for high-net-worth individuals, today announced the "Worth Leading Wealth Advisor Program," an exclusive marketing program for top wealth and legal advisors operating in the nation's largest metropolitan areas. The program will roll out in the spring of 2009 and is designed to showcase the expertise of the country's leading advisors to high-net-worth individuals.

"With the recent news of the Bernard Madoff multi-billion dollar fraud affecting some of the world's wealthiest and most savvy investors, it has become painfully clear that every investor must be prepared to do thorough due diligence when selecting an advisor and cannot simply rely on promises of huge returns and word-of-mouth recommendations. This is precisely the rationale behind Worth's new program and why our admissions process for those advisors selected to participate will be extremely rigorous," said Patrick D.C. Williams, publisher of Worth. "In partnering with Jack Waymire and the Paladin Registry.com, we have added an extra layer of scrutiny to our process."

Advisors who apply for admission into for the program will be vetted by the Worth leading wealth advisor team in conjunction with the Paladin Registry.com to help ensure advisor quality. In order to be considered for the Worth Leading Wealth Advisors Program, financial professionals must be willing to provide complete and full disclosure to investors so that independent Paladin analysts can thoroughly screen and evaluate their credentials, ethics and business practices.

About Paladin Registry

Paladin (www.paladinregistry.com) is an information services company founded by Jack Waymire in 2003. Mr. Waymire, the author of "Who's Watching Your Money, The 17 Paladin principles for Selecting a Financial Advisor," has spent 32 years in the financial services industry working with investors and advisors. Paladin is not licensed to sell any type of financial product or advice; no financial advisors or firms have an equity interest in the company. Paladin professionals use proprietary databases and analytics to find, screen, and evaluate top quality financial planners, investment advisors, and money managers.

About Worth

Founded in 1992, Worth is a financial/lifestyle magazine for ultra-affluent adults having a minimum net worth of \$2 million. From stories about dynamic wealth creators and the ingenious ways they amass and distribute their fortunes, to expert advice ranging from investing strategies to asset protection and passion investments, Worth continues to be must-read for this highly influential and lucrative market. The magazine is audited by BPA.

SOURCE Worth

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