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Roof Advisory Group Among Top Ranked RIA's Nationwide

(Harrisburg, PA – July 29, 2010) With more than 28 percent growth in assets, Roof Advisory Group, Inc., was Harrisburg's top-ranked investment advisory firm for 2009 according to *Financial Advisor* magazine's national Registered Investment Advisers (RIA) ranking by assets and growth published in July. The firm was rated in the \$100-300 million asset category.

The annual ranking of 456 advisory firms put Roof Advisory Group at number 272 nationwide. The ranking takes into account year end assets, percent growth of assets and percent growth in assets per client as well as percent change in number of clients.

Roof Advisory's asset growth performance of 28.19% was ahead of overall national results of 23.3%. Roof Advisory's growth in average assets per client of 12.9% was also ahead of the 11.27% national norm and Roof Advisory's increase in new clients of 13.54%, outpaced the national average of 11 %.

“We are pleased with our 2009 results and ranking. Our ability to outperform the national averages is a result of our firm’s experience and disciplined investment strategies,” says E. Jeffrey Roof, president and founder of Roof Advisory Group, Inc. “Our overall success is a reflection of the commitment we apply when managing each client’s individual portfolio. By helping our clientele achieve financial success, we’ve been able to continue growing the staff and capabilities of Roof Advisory Group to serve client needs throughout the years ahead.”

Overall, RIA's, Registered Investment Advisers experienced an upturn in 2009, with assets ballooning 23.3% to \$307.3 billion--growth that almost mirrored the S&P 500’s performance for the year. In spite of positive results, many firms indicated that numbers were adversely affected by significant asset declines in 2008 when the S&P 500 lost 38% and RIA assets declined proportionally. Lower asset bases and higher expenditures squeezed profit margins through 2009 forcing many firms to make internal staffing and operational adjustments.

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Roof Advisory Group, Inc. is an independent, Registered Investment Adviser with the United States Securities & Exchange Commission. The sole mission of the firm is delivering objective investment management and financial advice on a fee-only basis.