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**Roof Advisory Group shares expertise
as national investment industry leader**

(Harrisburg, PA – October 24, 2012) - E. Jeffrey Roof, founder and president of Roof Advisory Group was one of three industry leaders invited to participate in an expert panel discussion during the *Investment News/Moss Adams Financial Performance Study of Investment Advisory Firms* symposium recently held at the Yale Club in New York City.

The expert panel interaction focused on key characteristics of the nation's most successful investment advisory firms and was part of a day long symposium for financial industry leaders based on the *Investment News/Moss Adams* performance study results.

Roof Advisory Group was named a "Top-Performing Firm" in that study, which ranked 436 select investment advisory firms from across the country who met the study's qualifying criteria. "Top-Performing Firms" had composite rankings placing them in the top 25% of all firms reviewed. Roof Advisory Group was also recognized as a repeat 'top-performer', previously earning that honor in the prior biennial investment industry benchmark study as well.

Additionally, Roof Advisory Group ranked in the top 5% of all investment firms surveyed in many of the study's key business performance measures. As part of the panel discussion, Roof shared several of the critical areas of focus and ongoing business strategies that have played a role in the firm's continued success.

“We are pleased to again be recognized as a stand out among our professional peers,” says Roof. “Our firm’s objective has always been to deliver world-class investment management and financial advisory services to our valued clientele. These results help affirm that we are indeed on target and delivering the top tier quality of service our high net worth clients have come to expect.”

Investment News is a nationwide industry leader news source that is published weekly by Crain Communications, Inc. *Moss Adams* was founded in 1913 and provides tax and consulting services to public and private businesses, not-for-profit and governmental organizations.

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Roof Advisory Group is an independent, Registered Investment Advisor 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.