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TruNorth Wealth Management Selects Commonwealth Financial Network® as Broker / Dealer of Choice

Minden, NV (May 24, 2012) – TruNorth Wealth Management, located in Minden, NV, has selected Commonwealth Financial Network as its broker / dealer. Commonwealth, the nation’s largest, privately held independent broker / dealer, supports more than 1,400 financial advisors, serving clients with combined assets in excess of \$60 billion.

“We are pleased to welcome the good folks at TruNorth Wealth Management to our network of financial advisors dedicated to providing indispensable service to their clients,” said Commonwealth CEO Wayne Bloom. “By partnering with Commonwealth, TruNorth Wealth Management is demonstrating a commitment to offering objective advice, with no bias or conflicts of interest. They are free to focus solely on what’s right for their clients and act only in their best interests.”

TruNorth Wealth Management will be supported by Commonwealth on a variety of client services, including investment choices and resources; intuitive, easy to use technology; business consulting; and compliance and legal support. The independent broker/dealer also offers its advisors industry-leading educational conferences, designed to promote professional development, along with networking opportunities with hundreds of successful advisors and industry partners.

“The fact that we’ve chosen to work with Commonwealth means that our firm remains independent, too – there is no pressure to promote a particular product or strategy,” said Danette Lowe CFP®, Managing Partner of TruNorth Wealth Management. “It’s a model that differs from that of other types of financial services firms whose advisors are accountable not just to their clients, but also to the parent company that employs them.” Previous to creating TruNorth Wealth Management, Danette Lowe was a Financial Advisor at Morgan Stanley Smith Barney in Reno, NV.

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About TruNorth Wealth Management

Danette Lowe, CFP® of TruNorth Wealth Management has been providing individuals and organizations with financial guidance since 1999. Located at 1700 County Road, Suite A, Minden, NV 89423, the firm prides itself on crafting unique strategies for each client. For more information please visit www.trunorthwealth.com or call 775-364-0010.