



Press Release

For Immediate Release

William J. Lahr IV Named a VIP Member of Worldwide Who's Who for Excellence in Financial Planning

William J. Lahr IV has developed an innovative company in the financial services industry

DOYLESTOWN, PA, July 22, 2013, William J. Lahr IV, CERTIFIED FINANCIAL PLANNER™, President and Founding Executive Leader of Archetype Advisors, LLC, was recently named a VIP member of Worldwide Who's Who. This special distinction honors individuals who have shown exceptional commitment to achieving personal and professional success.



Mr. Lahr has many years of work experience in financial planning, with approximately 3 years as President and Founding Executive Leader of Archetype Advisors, LLC, a planning-based advisory firm that provides various financial services. He states that his areas of expertise lie in entrepreneurship, strategic vision and certified financial planning. "I manage an executive leadership team of six and work with advisors, receiving feedback to further the vision of the company," he says. In five years, he hopes to become a recognized name in the financial industry.

As the powerhouse and visionary behind Archetype, Mr. Lahr provides innovative thinking, dynamic leadership and extensive knowledge of the financial services industry to the Archetype team and its clients. He states, "I've identified what I believe to be an all-star team of professionals who are completely focused on the total client experience. It is my belief that instead of hiring a person for a job, you work to understand the inherent strengths of an individual first. This team was and continues to be built around the specific strengths of each individual." He has focused his efforts and the efforts of his team on creating a planning-based approach that helps clients to achieve their financial goals.

Mr. Lahr is a practitioner and management consultant, His experience has allowed him to identify what works well; see where companies tend to fall down; and identify how to create a leading, world-class organization. He has coached hundreds of Wall Street advisors to pass their CERTIFIED FINANCIAL PLANNER™ credentials; more than 8,000 sales professionals and business leaders in Fortune 500 companies; and was a planning and strategy coach to Fortune 500 companies.

"My success and the success of the company stem from my belief that others should be able to use their skill sets without feeling political, peer or bureaucratic pressure," Mr. Lahr says. He previously worked at Merrill Lynch for 12 years as a CERTIFIED FINANCIAL PLANNER™. He left to build his company from the ground up with an eye towards developing a unique brand and experience in the way financial services are delivered.



Mr. Lahr is affiliated with various associations, including the Ancient Order of Hibernians and the Boy Scouts of America. In his spare time, he enjoys spending time with his family, golfing, sailing and snowmobiling.

For more information about Archetype Advisors, LLC, visit <http://www.archetypeadvisor.com>.

About Worldwide Who's Who®

With over 500,000 members representing every major industry, Worldwide Who's Who is a powerful networking resource that enables professionals to outshine their competition, in part through effective branding and marketing. Worldwide Who's Who employs similar public relations techniques to those utilized by Fortune 500 companies, making them cost-effective for members who seek to take advantage of its career enhancement and business advancement services.

Worldwide Who's Who membership provides individuals with a valuable third-party endorsement of their accomplishments, and gives them the tools needed to brand themselves and their businesses effectively. In addition to publishing biographies in print and electronic form, it offers an online networking platform where members can establish new professional relationships.

For more information, please visit <http://www.worldwidewhoswho.com>.

Contact:
Ellen Campbell
Director, Media Relations
mediarelations@worldwidewhoswho.com