

News Release

Bob Heck Named one of America's Top 100 Financial Advisors



RHINELANDER, WI - Bob Heck, Chairman and Chief Investment Strategist at Heck Capital Advisors, was named one of the top 100 financial advisors in the country for 2012 and will be profiled in a new book, "2012 America's Top Financial Advisors—Financial Strategies from the Titans of Wealth Management" due out this year from Conquest Press.

Rigorous qualifying criteria includes rankings on industry recognized lists, number of clients served, client retention, educational background, professional designations, assets under advisory, professional longevity, regulatory review and the impact his services has made on clients.

"We are pleased to announce that Bob has earned this recognition for excellence," explains David Heck, Chief Operating Officer at Heck Capital Advisors. "Over the last 50 years, Bob has made his mark with extraordinary client service. His expertise in fixed income and portfolio management, and his dedication to client service, laid the foundation for providing highly customized investment strategies with integrity and objectivity."

Bob oversees Heck Capital Advisors' investment research, investment programs, fixed income strategies and overall asset allocation.

"While he could have lived anywhere, Bob built an unprecedented regional and national client base while remaining headquartered in the community of Rhineland, Wisconsin," explains David Heck. "His commitment to service, of clients and his community, is unquestionable and is a key factor in his success."

2,000 of the nation's top financial advisors were considered for the recognition. Only 100 financial advisors received acceptance.

About Heck Capital Advisors

Heck Capital Advisors is an independent, top-ranked, family-owned investment management company specializing in portfolio management, consulting and planning. Heck Capital Advisors has client relationships in 31 states, providing investment management and consultation to over \$1 billion in assets.