Kilpatrick Advisors, Inc. Launches Behavioral Financial Advisory

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Kilpatrick Advisors, Inc. releases information on how its new Wealth Management service will change things in the Personal Financial Planning space for the better. Further information can be found at www.KilpatrickAdvisors.com

Alpharetta, United States - Earlier today, Kilpatrick Advisors, Inc. announced the launch of its new Wealth Management service, set to go live April 17, 2017. For anyone with even a passing interest in the world of Personal Financial Planning, this new development, Behavioral Financial Advice, will be worth paying attention to, as it?s set to shake things up.

Currently, most Financial Planners focus on objective, rational actions, rather on how clients think and behave. The Founder and Managing Director of Kilpatrick Advisors, Steve Kilpatrick CFP® makes a point of saying, ?Things are going to change when our Behavioral Financial Advisory service launches.?

Steve Kilpatrick, CFP®continues? ?Where other Financial Planners continue to focus on market performance and timing, Behavioral Financial Advisory addresses common behavioral challenges that often trip up investors. This is important because social scientists have observed a disconnect between the rational part of personal financial behavior, and the emotions that impact of human beings. Harnessing this new knowledge can have a significant benefit to our clients because Behavioral Financial Advice facilitates the alignment of both the rational and emotional sides of human behavior to help clients more easily attain financial goals.?

Traditional finance principles are based on the premise that investors and consumers will make rational decisions without bias and essentially will trade off decisions based on risk and reward potential. It is interesting to believe that everyone is going to be rational, when in reality people frequently behave irrationally. Behavioral finance helps understand this reality, that people often behave irrationally and in a biased manner.

Kilpatrick Advisors, Inc. was established in February 2002. Steve Kilpatrick has provided wealth management services for over two decades and is pleased to introduce this leading edge planning tool to the Atlanta markets. Kilpatrick Advisors has always aimed to innovate in any large or small way it can, due to the firm belief that innovation drives progress and greater happiness.

Often clients and advisors agree on the action steps that should be taken to achieve long-term financial success. Unfortunately, there can be deeply inbedded behavioral issues that prevent clients from achieving their goals. Through Behavioral Financial Advisory services, Kilpatrick Advisors believes that changing behaviors will allow investors to remain comfortable in their strategies for the long-term wealth accumulation, and provide a buffer to the temporary ups and downs of the markets. This alone is predicted to make Kilpatrick Advisors, Inc.?s Wealth Management service more popular with customers in the Personal Financial Planning.

Once again, the Wealth Management service is set to launch April 17, 2017. To find out more, the place to visit is www.KilpatrickAdvisors.com.

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