Lotus Financial Services Expands Traditional CPA

Accounting Services Mix to Include Financial Planning,

Wealth Management and Investments.

***James L. Druffner CPA name change reflects the financial benefits and personal***

***“peace of mind” gained through the firm’s uniquely independent, holistic and***

 ***informed approach to financial life planning.***

Park City, UT (February 19, 2012) – Today, Jim Druffner, founder and president of long-time local accounting firm James L. Druffner, CPA, PC, announced a new name and expanded roster of services to meet the growing needs of individuals experiencing “money in motion” in their lives, when strategies for managing significant windfalls and shortfalls will have a lasting impact on final financial outcomes.

Much has been written in the financial and consumer media about the largest-ever intergenerational transfer of wealth which is currently underway as the “baby boomer” generation inherits the assets that have been amassed by their parents. Life-changing events like marriage, divorce, the end of a job or career, the loss of a loved one or an inheritance are examples of “money in motion.” Said Jim Druffner, “These are the circumstances when professional financial services centered on the individual’s own personal goals and offered with an integrated, holistic approach can make all the difference.”

Druffner was already a Certified Public Accountant and Certified Management Accountant when he opened his practice in Park City. Since then he has added Certified Financial Planner to his credentials. “It’s a natural extension to the practice,” he said. “It allows me to do more for my clients and to do it even better. CPA’s have been practicing financial planning before it was even considered a professional unto itself.”

To many people, the phrase “financial planning” means trading stocks or making investments. “Actually, financial life planning is much more comprehensive than that,” added Druffner. “It is the process of meeting one’s goals in life through the proper management of one’s finances. In other words, it’s finding a way to match your goals with your resources for the long term.”

The company’s approach is summed up in its new slogan: Focus. Plan. Enjoy. “Too many people work their whole lives without any defined goals or plan,” added Druffner. “We help our clients focus on their own goals, put together a plan to help achieve those goals, and enjoy the peace of mind that results from a life well planned.”

Druffner stresses that it’s important when making financial decisions to understand the difference between the investment industry (banks, stock brokers, insurance companies, and many investment advisors) and the financial planning profession.

Financial planning is looking at the big picture and viewing each financial decision as part of a whole. Tax planning, retirement plan funding, insurance, estate planning, and investing are all integral parts of a comprehensive strategy to enhance and protect the assets needed to achieve one’s goals. If Lotus Financial Services cannot provide the needed service, such as writing wills and trusts, it calls upon one of its team members. But Lotus remains the quarterback coordinating the plays with an independent perspective and point of view about what’s right for the client. Said Druffner, “The investment industry is able to sell specific products and vehicles without accounting for the full spectrum of a client’s financial situation or goals.”

Another important difference between the investment industry and the financial planning profession is that the investment industry operates under a “suitability standard” when it comes to investment advice. Certified Financial Planners operate under a more stringent “fiduciary standard.” “We CFPs are required by the ethics of our profession to do what’s best for the client, not what’s just ‘OK’ for the client,” added Druffner.

Druffner wants current clients and the local business community to know that Lotus Financial Services still going strong with all the traditional CPA services the company is known for. “We haven’t changed our core business,” added Druffner. “We still do individual and business tax returns, accounting, payroll, and small business consulting. But now our clients also have access to objective, fiduciary-based, fairly priced financial planning.”

####

**About James L. Druffner, CPA, PC / Lotus Financial Services:** Founded in Park City, Utah in 1988 by Jim Druffner, the firm has made a widely-respected name for itself in the areas of income tax preparation, accounting services, payroll and small business consulting. Currently, six full-time professionals offer knowledge and experience in the above areas as well as Certified Financial Planning and Professional Investment Advising. All securities through Money Concepts Capital Corp. Member FINRA/SIPC.

Lotus Financial Services is located at 1912 Sidewinder Dr., Suite 200A, Park City, UT 84060. For more information, call or email Jim Druffner at 435-649-4592 or jim@druffner.com. On the web at druffner.com

*PRESS CONTACT:*

*Robin Whitney, Whitney Advertising & Design, Inc., Park City, Utah*

*O: 435-647-2918 M: 435-640-0740 E:* *robin@whitneyonline.com*

*HI-RES artwork available.*