FIRST FINANCIAL GROUP

An Alabama Advisory Firm With a National Reputation

How does a financial advisory firm from Alabama get a reputation as one of the premier firms in the country? The answer is quality professionals and systems that ensure tailored, detailed direction and information for its clients.

For the sixth consecutive year, Birmingham-based First Financial Group of the South, Inc. (FFG) has had both principals recognized — on behalf of the firm — by *Worth* magazine in their article referencing the 250 Top Financial Advisors in the country.* The firm has been similarly honored by *Medical Economics*, a periodical for medical professionals, and has been selected as a "Best in Business" finalist by the *Birmingham Business Journal*.

Known for excellence in financial planning and a commitment to personalized service, FFG employs a team approach to help clients make sound financial decisions tailored to meet their own unique long-term goals. The firm's areas of expertise include estate, retirement, investment and business succession planning. Investment advisory services are available through Lincoln Financial Advisors Corp. (LFA), a broker dealer and registered investment advisor. Lincoln also provides a network of advanced back-up support in estate planning.

Founded in 1982, FFG's corporate offices are located at Office Park in Mountain Brook, Alabama. They can be reached by calling 205-803-3333 or 800-255-4219, or by contacting their Website at firstfinancialgroupinc.com.

The firm has six additional offices in Alabama, including Huntsville, Mobile and Montgomery. In addition, they currently are formulating a plan of controlled expansion through alliances with other professional advisors in the Southeast.

First Financial Group, Inc. continues to earn national exposure for its advisory services.

Ongoing Education Helps Maintain Standard of Excellence

Ongoing professional education — most of it conducted by in house specialists — is an integral part of First Financial Group's culture. "This is an important way we maintain our standard of excellence," says Sanford Axelroth, CFP™, ChFC, founder and chairman.

New planners and seasoned advisors alike stay abreast of their constantly changing industry at weekly training sessions. Those who work outside of Birmingham participate via teleconferencing and a video series supported by their relationship with LFA.

Perhaps the best testament to the quality of First Financial Group's advice is the fact that a remarkable percentage of the firm's 5500 clients have been referred to the firm by their existing clients. That's the type of reputation every company in the nation wants.

Looking for Planning Credentials?

First Financial Group's outstanding team is known for its extensive knowledge and capabilities. It includes 26 Certified Financial Planners (CFP™), 14 CPAs, 11 ChFCs, seven CLUs, three attorneys and even a registered nurse with a master's in nursing who specializes in long-term care planning. The firm is divided into two divisions, Planning and Consulting.

Clients benefit from the combined expertise of these experienced professionals, a team of caring consultants who provide a unique blend of technical expertise and commonsense financial direction to give their clients information, education and confidence to make their own financial decisions.

* Sanford B. Axelroth, CFP™, ChFC, chairman, and Robert Studin, JD, CPA, CFP™, PFS, ChFC, director, were named on behalf of the firm. The most recent listing appeared in the magazine's September 2001 issue. Only one other Alabama financial adviser was included.