



FOR IMMEDIATE RELEASE

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VALMARK SELECTED BY HAFNER FINANCIAL GROUP

Amherst, NY –**Valmark Associates, LLC**, a marketing consultancy and resource agency, has been selected by **Hafner Financial Group** to be their advertising agency of record. Valmark provides Hafner with full-service marketing communications, including strategy development, media planning and placement, as well as creative and production services. Joe Lojacono is President of Valmark Associates.

Hafner Financial Group is a leading Western New York financial planning firm that works with a diverse group of clients at varying income levels. They understand that people of all income levels can benefit from financial guidance and a well thought out plan. In addition to financial advisory services, they offer individual stocks and bonds, mutual funds, real estate investments, variable annuities, as well as insurance including life, disability and long-term care insurance. Their broker dealer, First Allied Securities, Inc., is one of the leading full-service independent brokerage firms in the nation. With more than 950 registered representatives, 300 locations and over \$20 billion in client assets, First

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Allied offers experienced, reputable and timely financial management with a contemporary, independent perspective.

Hafner Financial Group is located at 2813 Wehrle Drive, Suite 12, in Williamsville, NY. Peter Hafner, a Certified Financial Planner® and Certified Wealth Strategist®, is founder of the firm.

Valmark Associates, LLC is a marketing consultancy and resource agency that provides strategic and programmatic marketing communications services including market planning, brand makeovers and new identity systems, digital advertising, print and broadcast advertising, and market research. The agency provides marketing services through its extensive professional partner network to deliver results-driven communications to its clients locally and across the US. The firm is headquartered at 4242 Ridge Lea Road, Suite 5, in Amherst, NY. For more information, visit their web site at www.valmarkassociates.com or contact Joe Lojacono at 716.836.3414.

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