Continuity Partners Group Announces Expansion

FAIRFIELD, IA – March 26, 2015 – Continuity Partners Group, a special purpose broker-dealer and investment adviser within the Cambridge Investment Group family, announced today the addition of three new team members as part of its expansion strategy. Sebastian Burtone, Kris Emick and Sarah Ledger have joined Continuity Partners Group to provide support in the company's enterprise approach to business continuity and succession planning for independent financial advisors.

"With a high number of financial advisors nearing retirement age, there is a growing need for business continuity and succession planning. With fewer young advisors entering the industry, it is critical for advisors to have a written plan for their business to continue in the event of a planned or unplanned departure," said Jeff Vivacqua, Senior Vice President, Marketing. "Continuity Partners Group was formed to help fill this gap and assist advisors in ensuring that a plan is in place to support their clients, families and businesses, whether they choose to transition in stages or all at once. Sebastian, Kris and Sarah will provide ongoing support to the 168 and growing financial advisors within the Continuity Partners Group network, as well as assist other advisors who are looking to grow their business in the future through acquisitions or organically."

Burtone's role is Senior Director, Partner Development. His focus is supporting fee-only advisors with the resources needed to grow and protect their businesses with succession planning, networking, growth strategies and more. He brings nearly 30 years of financial services experience to this position including roles at Pershing LLC, Charles Schwab, Merrill Lynch and Fidelity. Burtone is located in Hazlet, New Jersey. He attended the University of New York – Brooklyn College and holds FINRA Series 7 and 63 licenses.

Emick serves as Assistant Vice President, Finance and Acquisition. He will assist advisors in growing their businesses through acquisitions or organically, leveraging the capital and finances required to achieve their goals. Emick brings nearly 15 years of experience in the financial services industry including positions with Wells Fargo Financial and US Bank. He will work in the Fairfield, Iowa home office. He is a graduate of Drake University with a degree in Information Systems/ Accounting emphasis, and holds his FINRA Series 6, 7 and 66 licenses.

Ledger is Director, Marketing Communications. She will lead the development and execution of marketing initiatives for Continuity Partners Group and will support advisors in expanding their individual business plans. Ledger joins the company with more than 20 years of marketing, branding, and communications experience. She was previously Director of Marketing for Hawthorne Direct, a national brand response advertising agency, and is located at the Continuity

Partners Group home office in Fairfield, Iowa. She holds a Bachelor of Arts degree in Communications from Simpson College.

About Continuity Partners Group

Continuity Partners Group is a special purpose broker-dealer and investment adviser within the Cambridge Investment Group family, which includes one of the largest privately owned independent broker-dealers – Cambridge Investment Research, Inc. Eric Schwartz founded Cambridge in the 1980s and has dedicated more than 30 years to supporting the independent ownership and objective advice model for independent financial professionals. Schwartz began his focus on the challenges related to succession planning in 2007, resulting in his formation of Continuity Partners Group. Initially intended to specifically address succession planning for independent advisors with Cambridge, Continuity Partners Group also supports independent RIA firms in their development of effective long-term succession plans and strategies for continued business growth.

For more information contact:

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