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FOR IMMEDIATE RELEASE

Potomac Financial Group Announces the Launch of Freedom⁷

*Innovative process is designed to help simplify and maximize
the financial planning & wealth management processes*

CALVERTON, MARYLAND, May 21, 2019 – Potomac Financial Group (PFG), a Maryland-based provider of financial planning and wealth management services, recently announced the launch of Freedom⁷, a proprietary 7-step financial planning process. Developed to help simplify the financial planning process, Freedom⁷ consists of a collective suite of specialized services exclusively designed to help refine all aspects of a client’s financial well-being. The unveiling of Freedom⁷ follows an eventful 2018 for PFG as the company completed a successful rebranding project which gained national recognition and a Davey Award* for brand excellence.

“Since 1973, we’ve achieved success through our distinctly personal approach to financial planning by consistently offering the very best in client care. Freedom⁷ builds upon our established formula for success with the addition of new online tools and a disciplined, success-driven approach,” stated Todd Wike, Managing Partner at Potomac Financial Group, Financial Advisor at Raymond James Financial Services. “It’s been a monumental 12 months for PFG and our clients. It’s important to us that we have a brand that authentically represents our culture and instills confidence with our clients while always striving to provide the very best in services and solutions. We’re excited to launch Freedom⁷ because we believe wholeheartedly in the merits of this comprehensive financial planning process and the immense value it provides. Its introduction is simply another extension of our client promise to leave no stone unturned when planning and proactively managing for our clients’ needs of today - while helping to ensure their financial vision of tomorrow.”

Driven by a combination of expertise, personal care and financial discipline, Freedom⁷ is designed to provide PFG the ability to more precisely manage its client’s wealth and financial needs while empowering each to actively participate in the planning process. The process covers

a wide range of services and solutions including: financial inventory management; personal net worth and budget statement evaluation; goal planning and monitoring; investment policy strategizing and development; risk tolerance assessment; plan progress tracking; and secure and easy storage of vital documents.

More information about Freedom⁷ can be found by visiting PFGFreedom7.com. To learn more about Potomac Financial Group and the company's financial planning and wealth management solutions, visit PotomacFinancialGroup.com.

About Potomac Financial Group | Since 1973, Potomac Financial Group (PFG) has served as a financial planning and wealth management firm singularly committed to helping its clients and families achieve financial independence and confidence. With over 45 years of combined experience, PFG has grown to be one of the region's leading financial planning firms through its innovative financial solutions and commitment to exemplary personal care. To learn more, visit PotomacFinancialGroup.com.

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