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PRESS RELEASE

For Immediate Release

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The Prospect Finder's Maria Semple Offers Web-Based Workshops For Financial Planners

BRIDGEWATER, NJ (March 10, 2008) - Financial planners looking for new clients have found a key resource in Maria Semple of The Prospect Finder LLC, a central New Jersey-based firm known for its work in assisting non-profits with donor prospect research.

Semple became aware there was a need for her services beyond the non-profit arena when she began receiving requests from financial planning firms. "I quickly realized I could apply the same skills I've used helping non-profits bring in major gift dollars and tailor them to provide a new service for financial professionals. For 18 years, I've helped non-profits find potential donors with the means to support their worthy projects and programs," Semple explained. "Financial planners are looking for high-net-worth individuals who are seeking to enhance personal wealth and to make their life goals a reality. With a few minor adjustments, I developed prospect research strategies specifically for the financial services field."

Training time is at a premium for financial planners and advisors as they need to be accessible to clients. "To meet their needs, I'm offering a webinar that will

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provide prospect research tools and techniques they can implement in their own practices immediately to effectively target high-net-worth clients,” Semple continued. “I’ll also show participants how to research client referrals before calling upon them in order to maximize success. All of this training is delivered to them via their computers and telephones so they don’t have to leave their offices.”

The Prospect Finder is offering two sessions of its 90 minute webinar at 11:30 a.m. EST on March 19th and again on March 25th. The cost is \$125 and includes a complimentary copy of The Prospect Finder’s interactive training manual. Registration details are available on www.TheProspectFinder.com or by calling 908-256-4433.

In addition to webinars, The Prospect Finder provides presentations, on-site interactive training workshops, and consulting services. Information about the Prospect Finder’s full range of services can be found on its website.

About The Prospect Finder and Maria Semple: *Maria Semple, Principal of The Prospect Finder, LLC, an experienced researcher, trainer, and frequent speaker on the topic of prospect research, consults with non-profit organizations and financial services firms interested in finding their best prospects for long-term relationships. The Prospect Finder is a full-service consultancy that addresses each client’s need for service and training in the area of prospect research.*

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