



Rob Hoxton Launches The Rural Financial Planning Project to Support Shepherd University Certificate Program Approved by CFP Board of Standards

Shepherdstown, WV, April 25, 2011 – The Certified Financial Planner Board of Standards, Inc. approved a Shepherd University certificate program entitled Major in Business Administration with a concentration in Financial Planning. The Program is supported by the Rural Financial Planning Project, which was launched by Rob Hoxton, CFP®, and is comprised of a group of professional advisors. The Rural Financial Planning Project’s mission is to “improve the lives of rural Americans through the promotion of financial literacy and the delivery of financial planning by well-trained and ethical financial planning professionals.”

Through the Shepherd University program, the Project will provide financial aid and mentorship to students. Upon graduation, students will have completed the CFP® Board of Standards academic requirements and may take the CFP® comprehensive examination. The goal of the program is to promote financial literacy in rural areas throughout Middle America.

“Many Americans, especially in rural sections of the country, need help with financial literacy in areas such as understanding retirement savings and mortgage obligations,” says Hoxton. “The Rural Financial Planning Project will offer assistance to those willing to help their communities in providing this financial guidance.”

Hoxton, who began his career in the financial services industry in 1986, has won numerous awards for his work in the wealth management area, including named by the prestigious *Medical Economics* publication as one of America’s 150 Best Advisors for Doctors. He was elected to the Financial Planning Association (FPA) Board of Directors for a three-year term beginning in 2011. Hoxton Financial, Inc. was named a Top Wealth Manager in the annual Top Wealth Managers survey for the seventh consecutive year in 2010.

Hoxton is a graduate of the Certified Financial Planning Professional Program of the College for Financial Planning in Denver and is a Certified Cash Balance Consultant through the Kravitz Cash Balance Coach Program. Hoxton is the developer of The Grow Greenr® Method and the author of *Grow Greenr, 10 Steps to a Richer Life*, which is available at Amazon.com. He also wrote *Investing in Uncertain Times*, which can be downloaded as a PDF file from www.hoxtonfinancial.com.

[Hoxton Financial, Inc.](http://www.hoxtonfinancial.com) is a leading fee-only investment advisory firm with its flagship office in Shepherdstown, West Virginia, which was opened in 1992.