PURE FINANCIAL ADVISORS | TRUSTWORTHY BY DESIGN

Joe Anderson, CFP®

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About Joe Anderson, CFP®

Since 1998, Joe Anderson has served individual investors, business owners, corporations and nonprofit organizations. Joe is the Vice President of Business Development for Pure Financial Advisors. Prior to joining Pure, Joe worked for several years with one of the nation's largest financial planning firms, where he was a financial advisor before becoming a district manager and then a vice president. He then accepted a position with a local San Diego wealth management firm specializing in comprehensive planning for high net worth clients. Joe has extensive experience in estate planning, advanced tax planning, portfolio analysis and investment management.

In addition to acting as Vice President of Business Development, Joe is also the firm's Advanced Planner. He is the host of *Your Money, Your Wealth*, a live financial talk show heard every Sunday Morning at 8:00am on AM 600 KOGO. Joe is also the firm's spokesperson for the general public as well as for professional affiliations.

Joe received a Bachelors of Science degree in Finance from the University of Florida. He is a frequent speaker for a wide range of professional groups in San Diego County and a volunteer with Meals on Wheels where he delivers meals to those in need. Joe enjoys golf, playing basketball and cheering for the Florida Gators.

Joe's professional designations include:

- Certified Financial Planner™ Professional
- Accredited Investment Fiduciary
- Investment Advisor Representative

Joe is a board member of The Society of Financial Service Professionals and a member of the Financial Planning Association.

About Pure Financial Advisors

Pure Financial Advisors is a Registered Investment Advisor offering an innovative business model for financial planning; a model that places the client first by design and eliminates the conflicts of interest inherent in traditional models.

Formed in 2007 by financial services veteran Michael Fenison, every aspect of Pure Financial Advisors is aligned with the client's interests. The hybrid, retainer-based business model overcomes one of the major criticisms of the financial planning industry: a conflict of interest between the client's needs and the advisor's compensation. Pure's advisors are salaried employees who are never compensated by the sale of financial products or asset management fees allowing them to focus on providing the best planning advice for their clients.