



**Press Release**  
September 9, 2015

**For Immediate Release**  
Seneca Financial Advisors LLC  
585-203-1211

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**SENECA FINANCIAL ADVISORS LLC IS PROUD TO ANNOUNCE  
ZACH R. ERSKINE RECEIVED CFP® DESIGNATION**



Rochester, NY – ZACHARY R. ERSKINE CFP®, Financial Analyst at Seneca Financial Advisors LLC has been authorized by the Certified Financial Planner Board of Standards (CFP Board) to use the CERTIFIED FINANCIAL PLANNER™ and CFP® certification marks in accordance with CFP Board certification and renewal requirements. Mr. Erskine has worked at Seneca Financial Advisors LLC since 2011 and is primarily responsible for assisting with the preparation of various financial planning and investment analysis. Zach is a member of the firm's Investment Committee and assists with the development and implementation of the firm's investment strategy.

The CFP® marks identify those individuals who have met the rigorous experience and ethical requirements of the CFP Board, have successfully completed financial planning coursework and have passed the CFP® Certification Examination covering the following areas: the financial planning process, risk management, investments, tax planning and management, retirement and employee benefits, and estate planning. CFP® professionals also agree to meet ongoing continuing education requirements and to uphold CFP Board's *Code of Ethics and Professional Responsibility, Rules of Conduct and Financial Planning Practice Standards*.

Seneca Financial Advisors LLC was established in February 2010 to help individuals and their families manage their personal wealth by providing objective and independent advice. Seneca provides income and estate tax planning and compliance, investment consulting and portfolio management, and assists its clients with retirement planning. Additional information can be found at [www.senecafinancialadvisors.com](http://www.senecafinancialadvisors.com)

CFP Board is a nonprofit certification organization with a mission to benefit the public by granting the CFP® certification and upholding it as the recognized standard of excellence for personal financial planning. For more about CFP Board, visit [www.CFP.net](http://www.CFP.net)