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**Seneca Financial Advisors LLC Announces Alliance with Capital Market Consultants, Inc.**

*For immediate release:*

**Rochester, NY** – Seneca Financial Advisors LLC (Seneca) has formed a strategic alliance with the investment consulting firm Capital Market Consultants, Inc. (CMC). Seneca has engaged CMC to perform in-depth investment manager, capital market and economic research including in-depth style analysis and performance attribution for the various investment vehicles within the different portfolio models Seneca manages for its clients. Additionally, CMC will help Seneca with the design and maintenance of asset allocation strategies.

“With the wide variety of investment opportunities and strategies in the world today, we are excited to add the intellectual horsepower of CMC to our team. To help navigate world economies and capital markets, CMC will help our firm with the independent investment research, analytics, and due diligence that needs to be performed to enable us to continue to provide tailored investment solutions to our clients,” said Joseph Votava, Seneca’s CEO.

“We are thrilled to be working with a wealth management firm such as Seneca,” said CMC founder and CEO, Barry K. Mendelson, CIMA<sup>®</sup>. “The skills and experience we bring to our relationship supports and compliments the wealth management services Seneca already provides to their clients. Our fiduciary approach and objective research will dovetail with Seneca’s focus on providing what is in the best interest of their clients. Our team of researchers has already begun to assume much of the ongoing back office investment research supporting Seneca’s investment decisions.”

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. More information can be found at [www.senecafinancialadvisors.com](http://www.senecafinancialadvisors.com).

Capital Market Consultants, Inc. was established in 2002 and offers customized research support services to financial advisory firms. Research coverage includes the global economy, capital markets and professional investment managers. CMC is based in Milwaukee, WI. More information can be found at [www.cmarkc.com](http://www.cmarkc.com).

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If you would like more information about Seneca Financial Advisors, or to schedule an interview with G. Joseph Votava, Jr., please call 585.203.1211 or e-mail [jvotava@senecafinancialadvisors.com](mailto:jvotava@senecafinancialadvisors.com).