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Diahann Lassus Named in Investopedia 100 for 2018!

New Providence, NJ (June, 2018) – Diahann W. Lassus, CFP®, CPA/PFS and President of Lassus Wherley has been named in Investopedia's second annual ranking of the most influential financial advisors in the U.S., called the Investopedia 100.

The advisors that comprise the Investopedia 100 were selected from hundreds of applicants and stand out for their contributions to conversations about financial literacy, investing strategies, life-stage planning and wealth management.

Financial advisors are a crucial part of Investopedia's community: since 2016, Investopedia's Advisor Insights has enabled them to share their expertise with the site's 30 million monthly users and contribute thought leadership on the most important issues facing investors of all ages and incomes. The Investopedia 100 celebrates the enormous value that advisors contribute to that conversation through their blogs, social media channels, as well as TV and radio appearances.

The top advisors were selected by Investopedia's data science and editorial teams, who sought to measure advisors' influence with three key metrics:

1. **Social Media Influence:** The team measured the total number of followers that advisors had across LinkedIn and Twitter.
2. **The "Matrix of Influence":** In addition to social media followers, Investopedia's data science team created a proprietary algorithm that gauged each advisor's influence by tracking his or her web of connections within the financial advisor community on Twitter.
3. **Online Presence:** Investopedia also measured each applicant's personal website's domain authority as well as the influence of sites to which he/she has contributed in the past, including Investopedia.com and other financial publications.

"While many publishers rank advisors based on their client base or assets under management, we wanted to celebrate advisors who have dedicated their time to educating investors," said

Investopedia CEO David Siegel. "This is about more than followers: we set out to identify the advisors who are influential leaders and are passionate about financial education, like we are."

Advisors were invited to apply for this year's list and did not pay a fee to be considered or placed on the final list.

Visit <http://www.investopedia.com/top-100-financial-advisors/> to learn more about the INVESTOPEDIA 100.

Lassus Wherley was founded in 1985 by Diahann W. Lassus, CFP®, CPA/PFS and Clare E. Wherley, CPA, CFP®. We have two offices to serve our clients, one in New Providence, NJ, and the other in Bonita Springs, FL. Lassus Wherley is a Fee-Only wealth management firm with expertise in financial planning, investment management, tax preparation, trust services, and family office support. We work with individuals, couples, families, pension and profit sharing plans, trusts, estates, and charitable organizations. Using a team approach that we have developed over more than 30 years, we have helped hundreds of clients build secure financial futures and achieve peace of mind. Lassus Wherley is a nationally certified Women's Business Enterprise by the Women's Business Enterprise National Council (WBENC) and a member of the National Association of Personal Financial Advisors (NAPFA), the nation's leading organization dedicated to the advancement of Fee-Only comprehensive financial planning. The Lassus Wherley web site is www.lassuswherley.com.