

## FOR IMMEDIATE RELEASE

### **New Website Giving Clients Added Incentives**

*SuttonAdvisorsPLC gives financial, estate and insurance guidance  
to clients in person as well as over the internet*

**Lansing, MI – March 10, 2010:** There is much that can be said for a company that, even in times of hardship, can continuously innovate and adapt to the needs of its clients. SuttonAdvisors, PLC has continued to do just this with their new campaign *DefineYourJourney*<sup>®</sup> and with it a corresponding website *DefineYourJourney*<sup>®</sup>.com. Staying on top and adapting isn't only for the success of SuttonAdvisors it is for the success of every one of their clients.

SuttonAdvisors is a registered investment advisor not only for residents in Michigan, but also for those in Massachusetts, Illinois, Indiana, Idaho and Florida. With *DefineYourJourney*<sup>®</sup>.com (launched February 22, 2010), current clients are able to log in and all of their services are defined including Strategic Advising, Legacy Planning, Financial Planning, Tax Strategies, Asset Protection and more. Both current and potential clients are able to meet the Sutton team and read brief bio's on each team member, read the Sutton Philosophy and learn both why and how SuttonAdvisors can help them *DefineYourJourney*<sup>®</sup>.

Interested in staying up to date with current events and articles regarding SuttonAdvisors? *DefineYourJourney*<sup>®</sup>.com also contains tabs such as "On the Horizon" and "Worth Writing Home About," that tell the latest happenings in the Sutton world, as well as other organizations the company supports.

Jordan Sutton, Life Strategist for SuttonAdvisors states, "Personal journey is why we are in business. We need to be able to give our clients the freedom to define themselves and where they need and want to go. We treat our clients like family and thrive off of the trust that have in us. We make it known that all clients, as well as potential clients, can focus on what is most important to them."

When it comes down to it, SuttonAdvisors understands that each person has his or her own personal journey, one separate from any other. They want to make sure that they are making their services more available for each and every client and *DefineYourJourney*<sup>®</sup>.com is their way of doing just that.