National Advisors Trust Selected by Briaud Financial Advisors to Implement Trust Representative Office Program

Briaud Financial Advisors implements NATC's private labeled TRO program to offer branded trust services to clients

Overland Park, KS (July 22, 2013) – National Advisors Trust Company, FSB (NATC), the nation's largest independent RIA-owned trust company, announced that it has been selected by Briaud Financial Advisors (Briaud) to implement its Trust Representative Office™ (TRO) program. As part of the TRO program, NATC established Briaud Trust Services, a private-labeled trust services brand through which Briaud will market trust services.

"We chose to implement the TRO program because of its unique benefits and the ability to market trust services under our brand as Briaud Trust Services," said Roger Pine, Financial Advisor and Partner of Briaud Financial Advisors. "Participating in the TRO program enables us to offer a competitive range of trust services, while retaining our character as a boutique investment advisory and financial planning firm. We think Briaud Trust Services will appeal to estate planners and accountants with high net worth clients in need of more customized trust solutions. The TRO reinforces and deepens our brand, and provides great benefits and support, including CE credit educational programs, networking opportunities with other TRO firms, marketing services, and highly personalized trust services to meet our clients' needs."

Briaud has been a shareholder of NATC since the trust company was established in 2001.

"Trust services are an essential part of business for RIAs who work with high net worth clients, and our TRO program expands and strengthens those services to help advisors differentiate themselves in their markets," said Jim Combs, CEO of NATC. "Our TRO program's private-label option helps advisors enhance their brand, and our marketing and education programs allow firms to increase awareness and generate interest with both end investors and centers of influence."

About the TRO Program

The TRO program is a trust marketing program that allows advisors to offer a full range of trust and trust custody services to their clients under private label branding, with administrative services provided by NATC. NATC supports participating RIA firms with a proactive marketing program, and provides a steady flow of trust education with ongoing marketing campaigns. The TRO program assists advisors with positioning for their firms, and generates referrals with COIs in their respective communities. Additionally, RIAs have the benefit of an active study group of other advisor firms who communicate regularly and share experience, information and strategies regarding the TRO program.

About Briaud Financial Advisors

Briaud Financial Advisors is a nationally recognized leader in providing financial planning and asset management services to high net worth families and individuals across the United States. Founded in 1986, Briaud is a fee-only financial planning firm, with extensive client bases among university professors and medical doctors. Briaud's personalized approach to client relationships and its comprehensive wealth management services, create lasting connections with clients that span multiple generations. Briaud works closely with its clients to deliver customized financial planning and implementation that utilizes advanced wealth-building strategies to help clients navigate the evolving demands of family, business, taxes and life issues. For more information visit www.briaud.com.

About National Advisors Trust

National Advisors Trust Company, FSB, is a federally chartered trust company with more than $8 billion assets under administration referred by more than 135 RIA firms throughout the country. Founded in 2001, it is the largest independent, RIA-owned trust company in the nation, and is authorized to do business in all 50 states. The company provides a broad range of trust and custody services uniquely designed and positioned for clients of an RIA, including; an advanced, multi-custodian investment management platform, trust accounting services, referral marketing programs, trust education programs, practice management programs, economies of scale, and other related services to advance the success of participating RIA firms and their clients. National Advisors Trust is a "trust only" organization focused on trust and custody services for RIA firms and is not involved in lending and depository banking functions. For more information on National Advisors Trust, visit www.nationaladvisorstrust.com.

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