

**Media Inquiries:**

Gregory Ricks & Associates  
Gregory Ricks  
Info@gregoryricks.com | 504-832-9200

WomenCertified Inc.  
Stefanie Zinchiak  
szinchiak@womenschoiceaward.com | 954-922-0846



FOR IMMEDIATE RELEASE

## **Gregory Ricks & Associates receives the Women's Choice Award for Financial Advisors**

**Metairie, LA, 6/11/2014** - As the leading advocate for female consumers, WomenCertified Inc. is pleased to announce that Gregory Ricks & Associates has received the Women's Choice Award® for Financial Advisors based on rigorous research, 17 objective criteria and to augment the evaluation, a client survey to obtain feedback regarding service and practices.

The Women's Choice Award is the only recognition program for well-qualified advisors who are committed to the women's market and serving their female clients. Achieving this award reaffirms the commitment Gregory Ricks & Associates has to extraordinary service in addressing the financial needs of women and their families. Gregory Ricks sponsors a women only organization titled *Women Winning at Life*. For more information, visit the website at [www.gregoryricks.com/womenwinningatlife](http://www.gregoryricks.com/womenwinningatlife).

WomenCertified, originator of the Women's Choice Award, was created by Delia Passi, the leading advocate for female consumers and former group publisher of Working Woman and Working Mother magazines. Delia has created the Women's Choice Award for Financial Advisors in an effort to help women identify those advisors who are committed to providing quality service. The award allows this outstanding group of advisors to showcase their commitment to the women's market, while giving potential clients a starting point for entrusting their finances to an advisor.

Women currently control 51 percent of all wealth in the United States, and, according to the Federal Reserve, this number is projected to reach 66% by 2020.\* As the financial industry wakes up to the fact that a great majority of the female population are seeking advisors they can trust, WomenCertified Inc. has created the solution. This powerful, national initiative distinguishes advisors who support female consumers in their quest for financial education.

#### **ABOUT FIRM/ADVISOR**

**Gregory Ricks & Associates**

**[www.gregoryricks.com](http://www.gregoryricks.com)**

**[info@gregoryricks.com](mailto:info@gregoryricks.com)**

#### **ABOUT WOMEN'S CHOICE AWARD**

The Women's Choice Award Financial Advisor Program is based on 17 objective criteria associated with providing quality service to women clients such as credentials, experience and a favorable regulatory history, among other factors. Financial advisors do not pay a fee to be considered or placed on the final list of Women's Choice Award® Financial Advisors, though they have paid a basic program fee to cover the cost of the client survey.

WomenCertified Inc., home to the Women's Choice Awards, awards businesses, brands and services based on high recommendation ratings by female consumers. WomenCertified represents the collective voice of women so they can help each other identify businesses that deserve their loyalty and referrals. To learn more, visit **[www.womenschoiceaward.com](http://www.womenschoiceaward.com)**.

\*<http://www.forbes.com/sites/sashagalbraith/2011/03/18/financial-services-the-industry-women-love-to-hate/>