



Advisor Perspectives Acquires dshort.com

Adds leading provider of economic and market analysis

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BOSTON – Advisor Perspectives today announced that it has acquired the web site dshort.com. Featuring daily commentaries on market trends and key announcements of economic indicators, the dshort site has grown to be a leading source of analysis since its creation by Douglas Short in 2005.

Advisor Perspectives publishes online newsletters for financial advisors, with content focused on investing, economics and practice management.

“This acquisition will further our goal of being the premier provider of actionable insights for financial advisors,” said Advisor Perspectives CEO Robert Huebscher. “Doug has a large and devoted readership of financial advisors, and we look forward to collaborating with him on new offerings that will take advantage of our combined expertise.”

Doug Short has been appointed the Vice President of Research at Advisor Perspectives and will run the newly created DShort division of the company. He resides in Myrtle Beach, SC, and will continue to work from there.

“Bob Huebscher and I have worked together over the years,” Short said, “and I have great respect for the quality of analysis he presents through his site and newsletters. I am excited to be part of part of his team.”

Huebscher said that he expects traffic on the Advisor Perspectives site to grow considerably as the DShort content is fully integrated over the next several months.

Terms of the acquisition were not announced.

For more information, visit www.advisorperspectives.com and dshort.com.

www.advisorperspectives.com

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