



For further information:

Attn: Will Becker
VP/Chief Operations Officer
DeDora Capital
707.253.0681
Will@DeDoraCapital.com

For Immediate Release

DeDora Capital Earns Fiduciary Status From the Institute for the Fiduciary Standard

Napa, Ca. March 31, 2017 -- DeDora Capital has earned Fiduciary status from the Institute for the Fiduciary Standard, a nationally recognized authority on fiduciary duties and what the best advisors should do to serve clients best interest. DeDora Capital is one of 27 advisor firms that have agreed to the Fiduciary Best Practices: Professional Conduct Standards. This requires including specific language in the Firm's Securities & Exchange Commission Form ADV as well as regulatory and reporting requirements to serve the client's best interest, act in utmost good faith, act prudently, avoid conflicts of interest, disclose all material facts, and control investment expenses.

Knut A. Rostad, President of the Institute for the Fiduciary Standard, said in a statement: "Best Practices Advisors, like other respected professionals, do more for their clients. They meet rigorous and concrete standards. They publicly and plainly demonstrate to investors and regulators what they do for clients. They demonstrate how fiduciary duties are translated into tasks and deeds that investors understand and value. They engage clients in ways that can build client trust. Ways which, they believe, build a foundation for deeper client-advisor relationships."

Paul DeDora, President & CEO of DeDora Capital, said "At a time when investors seek clarity on who is looking out for their best interests, we choose to double down on our core values and make the Fiduciary Standard officially a Firm-wide policy. There is no question about it - we are individually Fiduciaries, and as a Firm we are a Fiduciary. This complements our existing Certified B-Corporation status, as well as the designations that each of our Advisors have earned."

Best Practices Affirmation Program Supporters

The Best Practices Affirmation Program has won the support of leaders in the advisory industry. When the program was announced last September, **former SEC Commissioner, Luis Aguilar**, stated, "Many investors view finance and financial advisors in a dim light. It's important for the industry to take steps to improve this situation."

**About the Institute for the Fiduciary Standard**

The Institute for the Fiduciary Standard is a non-profit formed in 2011 to provide research, education and advocacy on the vital role of the fiduciary standard for investors and the capital markets. Visit the website, here: www.thefiduciaryinstitute.org.

About DeDora Capital, Inc.

DeDora Capital, Inc. is a Registered Investment Advisor (RIA) providing comprehensive wealth planning to guide financial decisions and investing assets to build client wealth. The firm believes in the power of running successful businesses, spending time with family, enjoying retirement, and making a responsible impact in the community. The firm's mission is to make a meaningful difference in the financial lives of clients and community, every day. DeDora Capital is not a tax or legal advisor. For more information, visit us at www.DeDoraCapital.com.