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**ROOF ADVISORY GROUP'S TECHNOLOGY ADOPTION
PROMPTS INDUSTRY PANEL RECOGNITION**

Harrisburg, PA, February 2, 2016 – Roof Advisory Group was one of four Registered Investment Advisors (RIAs) participating in Charles Schwab's technology adoption panel discussions at Schwab's annual 2015 IMPACT conference. Charles Schwab, with over \$1 trillion in assets under custody by RIAs, invited Roof Advisory Group to provide insight on the benefits of leveraging technology to enhance client satisfaction and optimize back office efficiencies. Several thousand RIAs were in attendance at the IMPACT conference.

Kevin S. Roof, Chief Operating and Compliance Officer of Roof Advisory Group, prefaced the panel discussion by placing 16 years of technology into perspective. "When I started, I would use a typewriter to complete documents mailed to us from Schwab Advisor Services. Now we complete most paperwork via electronic signature and electronic submission." Roof explains the impetus behind transitioning to a more paperless office as a "key initiative to continue to enhance the firm's efficiencies, scalability and client experience."

As Roof Advisory Group continues to grow, adding additional staff and expanding to the first floor of their Harrisburg office, Charles Schwab recognizes the firm's increased use of technology. Not only was the firm selected as a participant in the panel, key members of Schwab's Technology Solutions team continue to consult with Roof Advisory Group to gain increased efficiencies and opportunities.

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Roof Advisory Group is an independent, Registered Investment Advisor with the United States Securities & Exchange Commission. The sole mission of the firm is delivering objective investment management and financial advice on a fee-only basis.