

Press Release

For Immediate Release

Coherent Financial Advisers Celebrates Its First Anniversary

PEORIA, AZ – January 17, 2017 – Coherent Financial Advisers, an independent Registered Investment Adviser (RIA) based in Arizona, celebrates its first year, offering financial planning, investment management, and employer benefits guidance to select clientele. Coherent was founded in January of 2016 by Thomas J. Pietrack, CFP® and Sargon Y. Zia, CFA, consolidating their experience from Charles Schwab, The Vanguard Group, and other smaller boutique firms.

Coherent combines technological efficiency with professional experience to deliver collaborative and personalized financial services at a competitive and flexible fee schedule. Investment management, both discretionary and non-discretionary, is offered at a percentage of assets under management (AUM). Financial planning and benefits guidance are available for a flat fee, project based, or hourly rate. Individuals and families who may not yet meet minimum investable assets required at other firms, can still get the financial planning services they deserve today.

Coherent's Chief Investment Officer and CFA charter holder, Zia is primarily responsible for designing and implementing the firm's discretionary portfolio management. Zia has cultivated a unique blend of fundamental and technical analysis. Eschewing one-size-fits-all solutions, Zia explains, *"Our investment toolbox combines a diverse set of analysis methods rooted in a reasonable and rational basis, to dynamically navigate the ever-changing market landscape."*

Coherent's Director of Financial Planning and CFP® practitioner, Pietrack combines big picture strategic thinking with attention to detail, building long term relationships with individuals, families, and business owners. Pietrack believes, *"Clients do not merely need more information, but financial wisdom anchored in experience and education tailored to each individual's unique goals, perspective and life ambition."*

Coherent Financial Advisers, LLC, is a Registered Investment Adviser (RIA) co-founded by CERTIFIED FINANCIAL PLANNER™ professional Thomas J. Pietrack, and Chartered Financial Analyst charterholder, Sargon Y. Zia. Coherent provides comprehensive financial planning, investment management, and employer benefits guidance. Coherent was founded in January, 2016 to take care of people's comprehensive financial needs without external impediments, adhering to the higher fiduciary standard of care.

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