
Business honored internationally

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A local business was recently named the 2008 recipient of the Better Business Bureau's Marketplace Excellence Award.

Ritter Daniher Financial Advisory, or RDFA, is a wealth management firm based in Anderson Township.

The firm currently represents 125 clients and manages around \$115 million, according to RDFA Principal John K. Ritter.

The Marketplace Excellence award is an international award presented to a business in recognition of superior commitment to exceptional standards that benefit their consumers, employees, suppliers, shareholders and surrounding communities according the BBB's press release naming RDFA as one of this year's two recipients.

"We are flattered and honored," RDFA Principal Jeff Daniher said. "It is terrific for our clients who took a risk on us. This is really an honor for them."

Ritter said the firm's fee-only policy prevents any potential conflict of interest. It allows the firm to focus exclu-

sively on what is in the best interest of its clients.

"Full disclosure has been our core belief from the very beginning," said Ritter.

Added Daniher, a Batavia resident, "This is a validation from the Better Business Bureau that we are doing things the right way. It is gratifying."

RDFA is one of a group of firms that belongs to National Association of Personal Financial Advisors, which focuses on putting client's interests first and minimizing conflicts of interest between advisers and clients.

NAPFA has a good presence in Cincinnati, Ritter said.

"We really want to share this award with the many other NAPFA members," Daniher said. "NAPFA is at the forefront of the growing fiduciary movement."

RDFA was recognized in 2006 by the local chapter of the Better Business Bureau, receiving the local 2006 Torch award. Ritter said the local chapter encouraged RDFA to apply for the international award.

In past years, the international award had been given to businesses based on

size - there were small, medium, and large business classifications. This year, there was no size categorization.

"When we found that out, we thought it would hurt our chances," said Ritter. "That makes the honor even more exciting."

RDFA recently hired its sixth employee. It is sharing the award with a company that has more than 15,000 employees. The nine-year-old firm helps clients in all aspects of money management.

"For a retainer fee, we prepare our clients for anything that comes up in their financial life," said Ritter.

The firm will be presented with the award at the National Press Club in Washington, D.C., April 8 at the Better Business Bureau's annual awards ceremony.

Tim Russert will be the event's emcee. Ritter said the firm has received congratulatory letters from Rep. Jean Schmidt and Gov. Ted Strickland.

"It is humbling," said Ritter, an Anderson Township resident. "In an industry where you hear about scandals so often, it is amazing to be recognized for our ethics."