

## NEWS RELEASE

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### **Ells Achieves the CDFA® Designation**

For Immediate Release

Kalispell, Montana – February 15, 2024 – AARON ELLS, CFP®, Wealth Advisor at Piton Wealth in Kalispell, Mont., has been certified by the Institute for Divorce Financial Analysts as a Certified Divorce Financial Analyst (CDFA®).

Mr. Ells has worked for the Thrivent Financial Network since 2013 and became part of the Piton Wealth team in 2020, when Piton acquired the Kalispell office. He looks forward to this accomplishment enabling him to bring still more accomplished service to Piton clients in a fiduciary capacity and in an advice-based setting.

The Institute for Divorce Financial Analysts defines the designation this way: “The Certified Divorce Financial Analyst (CDFA®) Program is designed to prepare you as an expert on the financial aspects of divorce. For many clients, divorce is the largest financial transaction of their lives. The role of a CDFA® professional is to address the special financial issues of divorce with data to help achieve equitable settlements.” CDFA® professionals also agree to uphold Code of Ethics and Professional Responsibility as an expression of the ethical standards required by the Institute for Divorce Financial Analysts™. The coursework for this designation is approved as credit by the CFP Board toward maintaining the CFP®, CERTIFIED FINANCIAL PLANNER™ designation (which Mr. Ells already holds). The CDFA® designation also requires relevant continued education to maintain. Thus this designation signals distinct preparation and an ongoing commitment to best practices on behalf of Piton clients.

“The needs of clients after divorce are challenging, and that makes the reward for serving them well all the more meaningful,” explains Ells. “I’ve made a commitment to make sure that these clients get the absolute best financial planning advice possible for their situation. Achieving this designation is a key part, but it’s an ongoing commitment, so there’s plenty more still to come. I’ll be stepping up my outreach into the community, so that everyone who would benefit from our services in this area knows that they will get the very best here.”