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**FOR IMMEDIATE RELEASE**

**Potomac Financial Group Announces New and Enhanced Brand Identity**

BELTSVILLE, MARYLAND, April 6, 2018 – Potomac Financial Group (PFG), a Maryland-based provider of financial planning and wealth management services, officially announced today the completion of an extensive corporate rebranding effort. Since 1973, the company has experienced success helping clients through a distinctly personal approach to planning. The new contemporary brand identity further reinforces this approach and client commitment while vividly demonstrating a corporate vision that is aligned with the company’s values and culture. The 10-month project included a comprehensive organizational analysis, culminating earlier this month with the unveiling of a new logo, redesigned website and introduction of the new tagline “Find Your Freedom.”

“Too often, you’ll see a new logo or website that will coincide with a major business shift, perhaps the addition of a new services suite, the introduction of new management, or a new product launch. We’re pleased to announce that is not the case for PFG,” stated Todd Wike, Managing Partner at Potomac Financial Group, Financial Advisor at Raymond James Financial Services. “In our instance, we decided that 2018 was the optimal time to refresh and renew. Our company success has been founded on our team’s client-focused approach to providing the very best in financial care. It was our goal to create an enhanced brand that authentically demonstrates this commitment externally to our clients and community. We wanted to have a logo, website and “brand” that matches our mission and passion for helping our clients achieve financial freedom.”

The re-brand was created in partnership with Muse Marketing + Creative, an award-winning national marketing firm specializing in brand storytelling and experiential marketing in the financial planning and wealth management industry.

Visit [PotomacFinancialGroup.com](http://PotomacFinancialGroup.com) to learn more about PFG and its advisors’ financial planning and wealth management solutions.

**About Potomac Financial Group** | Since 1973, Potomac Financial Group (PFG) has served as a financial planning and wealth management firm singularly committed to helping its clients and families achieve financial independence and confidence. With over 45 years of combined experience, PFG has grown to be one of the region's leading financial planning firms through its innovative financial solutions and commitment to exemplary personal care. To learn more, visit [PotomacFinancialGroup.com](http://PotomacFinancialGroup.com).

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