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Daniel Krug of Daniel Krug & Associates speaks with retirees George and Shirley Mattinson of Clarkston at his home office in Clarkston.

Business Plan

Financial Firm Aids Retirees

The Company: Formed in 2004, Daniel Krug & Associates is a financial and estate planning firm that focuses on transitional planning. The Clarkston firm's services appeal to people in three major life stages or transitions: Pre-retirement, early retirement, and the death of a spouse. The staff includes an elder-law attorney and certified public accountant.

Adding Advisors: Krug said he is focused on expansion, although he plans on staying true to its roots as a niche or boutique firm. To that end, he has added a full service team of referred attorneys and CPAs to make the transition from working life to retirement as easy as possible for clients. "We believe in this day and age, it is a world of specialties," Krug said.

Internet Boom: This month, Daniel Krug & Associates launched a more interactive web site geared toward baby boomers and retirees. "The boomers really are an information-hungry demographic," Krug said. "They are seeking knowledge."

On the Web: www.mydkna.com

Final Word: "Today's retirees are more savvy. They are educating themselves first on their financial options," Krug said. "When a client understands what their options are, it is easier for them to make a decision."

**For additional information, please contact us on (248) 625-2788
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