



[Washington SmartCEO, March 2010](#)

Jeanine Clingenpeel of *Washington SmartCEO* quotes Jack Reutemann, founder and president of Research Financial Strategies, on the impact of customer referrals. Reutemann offers his thoughts on upgrading client communication. "Referral is a negative word. Take the words 'customer referral' out of your dictionary and replace it with 'client recommendation...When you use the words customer referral, people immediately downgrade," says Reutemann.

[CNBC "Squawk on the Street," March 3, 2010](#)

CNBC host Mark Haines discusses market optimism with Jack Reutemann, founder and president of Research Financial Strategies. Reutemann discusses his cautious optimism and offers his thoughts on the current market correction and the issues holding back stock market growth, including a high unemployment rate, lack of business credit and high foreclosure rates.

[AOL Daily Finance.com, February 14, 2010](#)

Sheryl Nance-Nash of AOL Daily Finance.com quotes Jack Reutemann, founder and president of Research Financial Strategies, on if investors should consider an all-ETF portfolio. Reutemann advises investors to not focus on solely one area of the market. "Do not excessively concentrate in any one position or sector. I live by the 5% rule per any one ETF position, and do not violate it," Reutemann says.

[USA Today, February 12, 2010](#)

John Waggoner of *USA Today* quotes Jack Reutemann, founder and president of Research Financial Strategies, on if investing in an ETF is the right move. Reutemann lends that he prefers ETFs as his personal investment strategy to take advantage of the market. "I don't like individual stocks, and I don't like mutual funds," says Reutemann.

[CNBC "The Call," February 5, 2010](#)

Larry Kudlow and Trish Regan of CNBC "The Call" speak with Jack Reutemann, founder and president of Research Financial Strategies, on the recent release of the employment report. Jack stresses the concept that while the jobless rate is declining, which will help housing, the lack of credit is the real issue. "The real problem is the lack of credit; small businessmen can't get credit, consumers can't get credit," Reutemann says.

[Kiplinger.com, February 4, 2010](#)

Laura Cohn of Kiplinger.com quotes Jack Reutemann, founder and president of Research Financial Strategies, on how to invest in precious-metal exchange-traded funds. Reutemann recommends investors gain a stake in all four precious-metal exchange-traded funds, which include gold, silver, platinum and palladium, in order to avoid major risk. "What gets people into trouble is making a bet that's too concentrated," Reutemann says.

[CNNMoney.com, January 26, 2010](#)

Alexandra Twin of CNNMoney.com quotes Jack Reutemann, founder and president of Research Financial Strategies, on the questions surrounding whether Federal Chairman Ben Bernanke's term will be renewed. Reutemann discusses how the worries that Bernanke did not have enough Senate votes have lessened this week. "There's an easing of people's minds this week with respect to Bernanke and that's helping, although some people would still like to get rid of him," says Reutemann.

[The Wall Street Journal, January 6, 2010](#)

Larry Light of *The Wall Street Journal* quotes Jack Reutemann, founder and president of Research Financial Strategies, on actively managed ETFs. Reutemann offers that he is not a fan of these investment products. "Passively managed ETFs will keep costs low, and these things won't," says Reutemann.

[WJLA-TV "Let's Talk Live," December 28, 2009](#)

Natasha Barret and Bruce DePuyt of NewsChannel 8 call upon Jack Reutemann, founder and president of Research Financial Strategies, for his expertise on planning for and managing college costs. Reutemann recommends utilizing a 529 plan to prefund college expenses. He also lends that credit cards, if used properly, are a useful means of building credit, budgeting college costs and paying for emergency expenses. "If you have a good credit card and keep the interest rate low, it's a responsible use of a financial tool," says Reutemann.

[CNBC "Squawk on the Street," December 28, 2009](#)

Jack Reutemann, founder and president of Research Financial Strategies, joins Mark Haines of CNBC to discuss market strategies for 2010. Reutemann lends that the current U.S economy is not consumer-driven and thus is at the top of another stock market bubble. "We are absolutely at the top of another stock market bubble. I would not be surprised to see another pull back to 850 on the S&P in the next 3 to 5 months," says Reutemann.

[FoxBusinessLive.com, December 24, 2009](#)

Charles Payne of FoxBusinessLive.com calls upon Jack Reutemann, founder and president of Research Financial Strategies, to answer viewers' stock market questions. Reutemann recommends that all investors exercise extreme caution, employ a disciplined stop-loss system and develop a risk management strategy in 2010. "Most investors do not have a risk management strategy and they're not preparing themselves for the next market correction," says Reutemann.

[DailyFinance.com, December 18, 2009](#)

Sheryl Nance-Nash of DailyFinance.com quotes Jack Reutemann, founder and president of Research Financial Strategies, in an article explaining the ins and outs of actively managed exchange-traded funds. Reutemann points out that they are generally advantages to a broad demographic. "The investors who can benefit from these ETFs are those who believe in active management based outperformance, those who are no longer interested in pursuing a traditional 'buy and hold' approach, and those who are generally fed up with the incompetence in mutual funds and their historically bad performance," says Reutemann.

[Bankrate.com, December 15, 2009](#)

Sheyna Steiner of Bankrate.com quotes Jack Reutemann, founder and president of Research Financial Strategies, in an article about securing long-term financial success and prosperity. Reutemann stresses the importance of developing good saving habits at a young age. "One of the lessons we try to teach young people is that the savings curve is not linear; it's geometric," says Reutemann. "To save for retirement, if you wait until 35, you have to double the money you would have had to save if you started at 25."

This article also appears at:

[Yahoo Finance, December 15, 2009](#)

[InvestmentNews, November 29, 2009](#)

Lisa Shidler of InvestmentNews quotes Jack Reutemann, founder and president of Research Financial Strategies, in an article about the significance of office décor. Reutemann offers that office décor should have personality. He adds that he wants his lobby to be comfortable and free of cumbersome stock charts. "What they're seeing is a warm, friendly environment," says Reutemann. "The typical broker has all of these bad-news charts on their walls."