

# GuideStream Financial

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## **GuideStream Financial Named to the investor.com 2020 Top Firms in Michigan List** *Firm also received highest Trust rating possible*

**July 15, 2020—Spring Arbor, MI**—During the last several months, many Americans have faced financial uncertainty. However, for those looking for financial guidance, how do they know who they can trust with their hard-earned money?

That's where investor.com comes in.

A consumer advocacy project with the mission of serving Americans as a trusted resource for researching and comparing financial advisors, **investor.com analyzes 28 million data points from 690,000 financial professionals and 16,000 firms across the country on a monthly basis** to determine which firms can be trusted and which ones have red flags consumers should know about.

“Our goal at investor.com is to make it easy for Americans to find a firm and advisor they can trust,” said Blain Reinkensmeyer, investor.com’s co-founder. “My grandparents spent over \$100,000 on excessive fees alone, [working with a financial advisor they thought they could trust](#), and I don’t want to see that happen to anyone else. In fact, [Americans lose billions of dollars to excessive fees and overly expensive financial products each year](#), so we truly want to highlight [fiduciaries](#)—those who have a legal obligation to be unbiased and to put the interests of their clients first.”

Today, investor.com is making it easier for residents to find an advisor they can trust, with the release of its 2020 Top Firms in Michigan list. **GuideStream Financial, a Registered Investment Advisor (RIA) headquartered in Spring Arbor, received a five-out-of-five star rating by [investor.com’s Trust Algorithm](#), and is one of only 100 firms in the entire state to make the list.**

Mark Olson, the firm’s President and Chief Investment Officer stated that “Since the formation of our firm, we have intentionally developed all aspects of our processes to put the interests of our clients first. It’s encouraging that a principled, objective third party has validated that we have done just that”.

investor.com’s Trust Algorithm combines both publicly accessible data from the Securities Exchange Commission (SEC) and the Financial Industry Regulatory Authority (FINRA) as well as proprietary information such as the security of a firm’s website. **GuideStream Financial** received the highest star rating possible by the Algorithm.

For the entire list of the Top Financial Advisor Firms in Michigan, please visit <https://investor.com/financial-advisor-firms/michigan>.

GuideStream Financial is a registered investment advisory firm that provides financial planning and investment management from a Biblical stewardship perspective.

To learn more about GuideStream Financial's visit [www.GuideStream.com](http://www.GuideStream.com)

#### **ABOUT INVESTOR.COM**

investor.com was launched in 2018 to serve Americans as a trusted resource for researching and comparing financial advisors. investor.com is wholly owned by Reink Media Group, a privately held company founded in 2009. For more information, visit [investor.com/about](http://investor.com/about).

Investor.com is the **first website** to enable Americans' single search access to any financial advisor or federally registered advisory firm in the country. Advisors and firms **cannot have their profiles removed or their data/backgrounds altered**.

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- Advisors and firms **cannot have their profiles removed or their data/backgrounds altered.**
- investor.com is the **first website** to enable Americans' single search access to any financial advisor or federally registered advisory firm in the country.
- In May 2020, investor.com launched the **industry's first unbiased and unfiltered City Search tool**, enabling Americans to compare RIAs across nearly 30,000 cities.
- In June 2020, investor.com announced the [inaugural Top Firms in each state](#) lists.