

# The Berkshire Eagle

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\$1.25

## Two earn major designations



Russo & Marcotte

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DALTON — Zack Marcotte and Lauren Russo of Berkshire Money Management have each earned major professional designations. Marcotte, who had worked at BMM since he was teen in 2007, has been authorized by the Certified Financial Planner Board of Standards to use the Certified Financial Planner and CFP certification marks in accordance with CFP Board certification and renewal requirement. At Berkshire Money Management, Marcotte is responsible for drafting and reviewing financial plans. Russo,

BMM's client success coordinator, recently earned her Certificate in Exit Planning from the Exit Planning Institute. The six-module program is designed to take professional advisors, as well as sales and marketing professionals and colleagues of existing CEPAs, through an 'exit planning 101' course that provides an overview of the Value Acceleration Methodology. Attendees leave the program with a baseline understanding of what exit planning is and how to help business owners plan effectively.