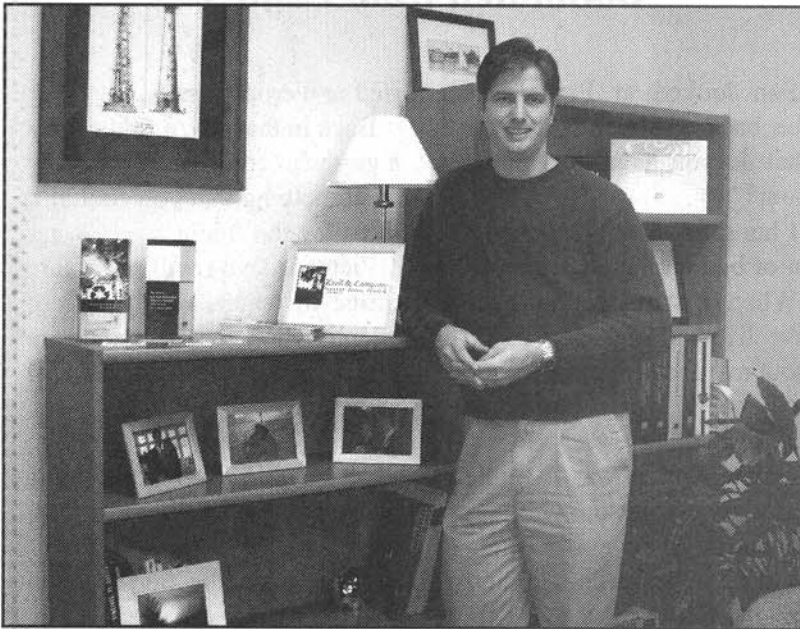


## Business Review:

# New investment firm in Darien



*Peter Krull has moved his investment business, Krull and Company, to Darien. He specializes in socially responsible investment services.*

**By Margaret Toussaint**

In January 2006, Peter Krull moved his investment firm, Krull and Company, to Darien. His services include investment planning and business consulting services. His specialty is socially responsible investing.

"For every dollar I invest in a socially and environmentally responsible company," Krull said, "that's a dollar that won't be going into companies that don't have those priorities."

Krull was with Merrill Lynch for five years, but working in a large firm didn't give him the

freedom he wanted to specialize. Also, he wanted to focus on customer service. "By having my own firm, I can give clients my complete attention," Krull said of the business he founded in July 2004.

He's met with the CPAs in town and looks forward to having a referral relationship with both of them. He's joined the Chamber of Commerce and the Rotary Club.

Folks that might need a financial advisor are those who suddenly find themselves in the position of managing a sum of

money. For instance, some people take early retirement or get buy-out offers from their employer and have to decide what to do with the lump sum of money. Alternately, someone who's just been laid off might wonder how to manage on the savings they've amassed to date. And folks who've sold property may want to manage that capital gain so that it maximizes benefits to them and their families.

His focus on the environment is both professional and personal. An amateur photographer, Krull delights in taking pictures of the scenic vistas of McIntosh County and looks forward to capturing the seasonal views as well. He's also writing a book on how other financial advisors can convert their business to a socially responsible one so that client values align with their investments.

Krull comes to McIntosh County by way of Roanoke, Va. His wife, microbiologist Dr. Melissa Booth, is a faculty researcher for the UGA Marine Institute on Sapelo Island, where they currently reside. Krull considers himself a lucky man to have the relaxing ferry ride to and from his office in Darien. He has this to say about his welcome to the county, "Everyone has been go-out-of-their-way friendly."

Krull and Company is open Monday through Thursday from 8 a.m. to 5 p.m., with hours on Friday by appointment only. His rates are fee-based or commission-based, whichever works out to his client's best advantage. He is located at 1135 North Way, Darien. His phone number is 912-289-4212. For more information, visit his website at [www.krullandcompany.com](http://www.krullandcompany.com).