

Model of Excellence Profile – Paladin Registry

Company Name:	Paladin Registry LLC	ICG#	11156
Address:	395 South Highway 65, Suite A-275, Lincoln, CA 95648		
Product Name:	Paladin Registry		
URL:	www.paladinregistry.com	CEO Name:	Jack Waymire, Founder
Business and Product Overview			
Business Information Framework Classification	<i>Applications Models:</i> Locate -- Buying Guide	<i>Business Model:</i> Advertising & Sponsorships -- Paid Participation	
	<i>Content Models:</i> Original Compilation -- Advertiser-Supplied	<i>Distribution Model</i> Direct Sales: Captive	
Company Overview	Paladin Registry provides an online background checking, certification and matching service to help connect investors with pre-screened and qualified financial advisors.		
Product/Service Description	<p>Paladin has developed an intelligent model to approach one of the trickiest areas in data publishing: buying guides for service businesses. Why is this area so difficult? Because the nature of service businesses makes it easy for service firms to claim to be better than they are and do offer more than they actually do themselves. And with all service providers claiming to be the best and offering the highest quality, meaningful differentiation is nearly impossible. That hurts both buyers and sellers of services.</p> <p>Paladin Registry seeks to level the playing field in the financial services industry first by independently rating financial advisors using a proprietary approach that assigns star ratings to advisors. Only top-rated advisors can appear in the Paladin Registry. Paladin also offers an optional credential verification service to further build trust with potential clients.</p> <p>Using all the information submitted to Paladin by advisors, Paladin offers a customized matching service, linking investors with compatible, qualified advisors in their area. Investors fill out an online questionnaire, but the matching process and response from Paladin are manual, allowing Paladin to consider soft factors in the matching process and maintain a high level of personalization with investors. Investor contact information is passed to the matched advisors on a lead basis, but Paladin operates on a flat-fee model so it is not tied to delivering larger numbers of leads to participating advisors.</p> <p>Overall, Paladin has a well thought out business proposition that serves an important need.</p>		
Year Founded:	2003	BizDev Contact:	Jack Waymire
Employees:	1-10 (estimated)	Main Telephone:	916-253-3334
Profile Date:	May 2, 2010	Primary Market Served:	52 - Finance & Insurance
Ownership:	(see 1 below)	Funding Source:	Private
MofE Class:	2010	MofE Status:	NOMINEE