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**Ellenbecker Investment Group Grows with New Insurance Division**

**MILWAUKEE (May 17, 2016)** – [Ellenbecker Investment Group \(EIG\)](#), one of southeastern Wisconsin's most recognized financial planning firms is the 2016 winner of the BBB Torch Award for Ethics. This is the third time EIG has received this prestigious award, (2005, 2010, 2016) and the only firm to have done so three times.

"The real gift of this award is knowing that being ethical and being honest, really does pay off with a successful business," states Karen Ellenbecker, Founder and Senior Wealth Advisor. "Ethics and integrity starts at the top of a business and spreads to employees who carry it with them throughout the community."

The BBB Torch Awards for Ethics is a statewide competition that honors businesses and non-profit organizations who do business in Wisconsin and that demonstrate excellence in ethical practices, service excellence, reputation, honest advertising, peer recognition, management practices and employee training in ethical behavior. This is the twelfth award program by the Wisconsin BBB Foundation, a non-profit organization. Award categories are based on the size of the company. EIG won in the category of businesses with 21-50 employees.

"This is a very impressive group of finalists, which represent a variety of industries and regions in Wisconsin", says Ran Hoth, president and Executive Director of the Wisconsin BBB Foundation. "All of these fine organizations are outstanding award recipients and deserve to be recognized. We offer our congratulations to each one for their commitment to trust and integrity."

"We are so proud to be recognized by the BBB and to be listed among the competition," commented Julie Ellenbecker-Lipsky®, President and Wealth Advisor at EIG. "Our employees' focus on clients' best interest makes ethics part of our culture each and every day."

**About Ellenbecker Investment Group (EIG):**

Headquartered in Pewaukee, Wisconsin, with a second office in Whitefish Bay, Wisconsin, Ellenbecker Investment Group (EIG) has been providing fee-based financial planning, estate planning, and investment services since 1996. As a registered investment advisor, the firm manages assets for clients, including individuals, families, and corporations. The company works diligently to address each client's particular situation and needs, ranging from consultation services to ongoing wealth management services. EIG has an A+ Better Business Bureau (BBB) rating and is the only financial advisory firm to have received three BBB Torch Awards for Ethics & Integrity (2005, 2010, 2016). For more information, visit [www.ellenbecker.com](http://www.ellenbecker.com), call (888) 642-7526, or email [info@ellenbecker.com](mailto:info@ellenbecker.com).

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