



# Ric Edelman's Advisor Blockchain and Cryptoassets Council Kicks off Barron's Independent Advisor Summit

More than 155 top advisors and influencers in the digital asset space come together to explore emerging asset class at all-day event at Top Indie Summit

SALT LAKE CITY, March 21, 2019 /PRNewswire/ -- Ric Edelman, one of the nation's most prominent financial advisors and creator of The Advisor Blockchain and Cryptoassets Council, held the third meeting of this growing group of influencers on March 20 at the Grand America Hotel in Salt Lake City.

Firms presenting at the event included Multicoin Capital, Bitgo, Digital Assets Data, FRST Corporation, ZenLedger, Gemini and Perkins Coie.

Immediately following the morning meeting, ABCC partnered with Barron's to stage the Blockchain and Cryptoasset pre-event, in conjunction with the Barron's Top Independent Advisor Summit. The event offered Continuing Education Credits to those in attendance.

Nearly 80% of the financial advisors attending the event said they know little to nothing about blockchain and cryptoassets, and 97 percent said they do not recommend cryptoassets to clients.

"The lack of knowledge by so many of the nation's leading financial advisors demonstrates the urgency of teaching advisors about this important emerging asset class," said Edelman, who has been named three times by Barron's as the nation's #1 Independent Financial Advisor. He noted that 80 percent of the advisors surveyed said clients are asking them about cryptoassets and added, "Advisors who can't answer their

clients' questions about bitcoin will lose credibility with their clients, and they may end up losing the clients."

Edelman gathered experts from many of the leading firms in the field. Kingdom Trust was the premiere sponsor. Additional sponsors included Bitwise Investments, Blockforce Capital, Fidelity Digital Assets, Grayscale Investments, Orion Advisor Services, Pantera Capital, State Street Global Advisors and Van Eck.

ABCC is developing additional conferences. To learn more, go to [www.advisorbcc.com](http://www.advisorbcc.com).

## **ABOUT BLOCKCHAIN AND CRYPTOASSETS**

Blockchain technology replaces the traditional "trust economy" with a new "authentication economy." It eliminates the need for middlemen, and allows financial transactions of all sorts to be conducted more quickly, more safely, less expensively and with greater transparency than traditional methods of commerce allow. Data placed on the blockchain are visible virtually instantly, and cannot be deleted, copied, altered or hidden.

Cryptoassets are vehicles used to conduct transactions on the blockchain, and include cryptocurrencies, utility and platform tokens, and tokenized securities.

Thanks to blockchain and cryptoassets, virtually every type of transaction can be accommodated – from brokerage transactions to concert tickets to marriage certificates – with massive improvements for buyer and seller, albeit at the expense of the broker or middleman.

## **ABOUT RIC EDELMAN**

Ric Edelman was named the nation's #1 Independent Financial Advisor three times by *Barron's*. He's been named one of the most influential people in the financial services field by *Investment News Investment Advisor*, *RIABiz* and *Wealth Management*. Ric is a #1 *New York Times* bestselling author of 10 books on personal finance and his weekly national radio show has been on the air for 28 years. He also produces specials for Public Television and an award-winning 16-page monthly newsletter.

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