



Broker's Ally™

Newsletter of Fresh Information to Increase Your Productivity

A recent wirehouse study published by Horsesmouth.com shows that advisors who work within teams pull in approximately 25 percent more production, and up to 35 percent more assets per team member, compared to advisors practicing alone. If you seek a team version of Broker's Ally, call our sales group and ask for "Network Broker's Ally version 9", and we'll help you get started in building your team.

Benefits of Using Broker's Ally- v9

Having passed our 20th year milestone, we've heard some wonderful descriptions of the positive benefits accruing from the use of Broker's Ally. Here are some of the far-ranging benefits users have derived from implementing Broker's Ally.

1. Longevity of Relationship

Capturing detailed client and prospect information will help secure a positive client relationship for a longer, more profitable period of time.

2. Enhance other offerings and cross selling

Use of Broker's Ally helps to increase penetration of all investment products being offered.

3. Compliance Satisfaction

Broker's Ally supports consistent, targeted and measurable behavior of account representatives and their assistants with notes and audit trails.

4. Increase Productivity and Sales Revenue

Broker's Ally helps to support more productivity and efficiency in all daily activity.

5. Better Trained and controlled Teams

Helps to ensure all advisors and assistants work in a well-defined path following their strategic plan.

6. Increase Assets Under Management

Broker's Ally helps to uncover hidden assets by the use of structured data gathering and client questioning and profiling.

7. Open More Accounts

Broker's Ally helps to increase sales pipeline conversions from status of lead, to a qualified prospect, then on through to long-term client.

8. Do More Trades

Broker's Ally enables reps to profile customers and target-marketing appropriate products to clients.

9. Increase Fees

Broker's Ally helps to increase assets under management and corresponding fee billing.

10. Increase the Value of the Business

Broker's Ally helps to increase the market valuation of the business practice itself by increasing all the valuation measures of the business practice.

Version 9 Available at 484-875-1710

Product Support

The first source of product support is the Broker's Ally v9 Help Menu. While using Broker's Ally, press F1 to obtain help on the current active window. Most of your questions can be immediately answered somewhere in the Help Menu or on the www.BrokersAlly.com web site. The User Manual is now located on your installation CD for instant access at any time.



Telephone Support

Product support is available by telephone from 9:00 AM to 5:00 PM Eastern time Monday through Friday (except national holidays) at 484-875-1705. Telephone support is free for the first 30 days after the original purchase of the software and is available for a fee thereafter with the Support Plus Pack, Platinum Support Pack or a per incident support fee. Free fax support is always available on a 48-hour turn around basis at 484-875-1704.

Telephone Training

Consider purchasing a block of 10 hours of telephone training at \$75 per hour, and then consume them one hour at a time over the span of one year, for example. Our customers have found this to be especially valuable if they have a team working together and each person needs a different duration and type of training. To obtain telephone training contact Sales@BrokersAlly.com

Support Plus Pack and Platinum Support Pack

The Broker's Ally Client Services Department offers two premium support subscription services for its customers. First, the Support Plus Pack provides you with instant access to toll-free telephone assistance, e-mail and fax access, and also the newsletter with tips for using Broker's Ally v9 to its fullest potential. Second, the higher featured Platinum Support Pack provides you with free bi-annual software updates to keep you current, plus all the features of the Support Plus Pack.



www.BrokersAlly.com Software Support From the Main Menu

What's New

The "What's New" menu in Broker's Ally will present you with an outline of the new feature improvements. When you install your software, always check the "What's New" section in HELP.

Interactive Data Download

The purpose of the Interactive Data download module is to transfer daily security price information from the Interactive Data server to Broker's Ally portfolio system. Security information includes latest price in US dollars, price date, description, maturity date and expected dividend/income. You must have an account with Interactive Data as well as Interactive Data's DATAFEED software. Interactive Data charges you for each security priced through their service. To inquire about opening an account, call 800-432-5463.

New Feature- Lot Selection Methods

In the new Broker's Ally version 9, many sell or closing transactions affect more than one trade lot. Instead of entering a sell or closing transaction for each trade lot individually, the system supports lot selection methods that allow one transaction to dispose of many lots at once. The trade lot selection methods supported and their definitions are provided here:

<u>Method</u>	<u>Definition</u>
FIFO-	First In First Out. Lots are selected based upon the trade date of the transaction that created them.
LIFO-	Last In First Out. Lots are selected based upon the trade date of the transaction that created them.
High Cost or Minimum Gain-	Lots are selected based upon its cost per share. The highest costs per share are selected first.
Low Cost or Maximum Gain-	Lots are selected based upon its cost per share. The lowest costs per share are selected first.
Average Cost-	The average cost per share is calculated using all lots remaining in the position.
Specific-	Lots and amounts are selected by the user to satisfy the disposal amount.

New Ally Customer Activity

With over 30,000 Ally software users worldwide, we continue strong support to our existing customers while providing new resources to our most recent clients. We welcome our corporate customers Thomson Financial, Pershing, Commerce Bank, Brecek & Young, Investors Capital, Gunn Allen, First Allied, Tier One Bank, American Investments, Nestlerode Advisors, NewBridge Securities, InterSecurities, JB Hanauer, and more.

Ally Means Partner

...your partner for success!



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