

The leading software system for investment advisors: fast, easy, complete and powerful!



Broker's Ally™ v.9

QUICK START GUIDE

Demonstration and Use



Note: There is an additional User Manual located on the CD.



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Demonstration and Use

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How to install CD on Windows 95/98/NT/XP etc. for Broker's V.9

1. Insert the CD in the drive and it will install itself; if not, proceed to Step 2:
2. Select Start, located in the lower left hand corner of your screen.
3. Choose Run from the file menu.
4. Put distribution CD into drive A or B.
5. Type A:\SETUP or B:\SETUP in the run dialog box and click OK.
6. The installation program will install Broker's Ally into a default directory, example C:\BA9.
7. Follow the instructions as they appear on your screen.
8. Now you have a new window within your Program Manager titled "Broker's Ally 9.0".
9. The Set-up Installation is now complete. Now double click on the Broker's Ally icon.

Network Installation

After you establish the server PC, you must install Broker's Ally on each workstation PC. From each workstation PC, you must map to a network drive; once you establish the network drive, you must edit the bawin9.ini file that is located in the C:\Windows directory, or C:\Win NT directory. There is a [DATA] section in the .ini file, under the [DATA] section, there is a Name1 command line, that has to point to the network drive and directory where your data is located. Example: Name1=F:\ba9\AllyWin.mdb.

You are now ready to start using the newest Broker's Ally!

What to expect from this Quick Start Guide and Demonstration Manual

Congratulations on taking the first step towards translating today's computer technology into increased efficiency and real monetary gain! Broker's Ally makes use of all of the advantages of the modern computing environment to give you the power to execute your own sales strategies. You will find that the newest version of Broker's Ally is a powerful and dependable tool for maximizing your time, tracking your clients and increasing your earnings. We hope the time spent with this Quick Start Guide will help you make use of this exciting technology to realize your full potential as a broker, financial advisor or their assistant.

The purpose of the Quick Start Guide is to show you the wide range of Broker's Ally functions and how easy they are to use, to help you install quickly and get going fast. Quick answers to questions are in the software itself, under the Help menu item. Answers to remaining questions can be gained by calling your Broker's Ally Help Desk Technician at 484-875-1705, by reading the User Manual file located on your CD, by viewing BrokersAlly.com, or e-mail to Support@BrokersAlly.com.

Features of Standard, Gold and Portfolio Level Versions

Broker's Ally was designed as a program with 3 incremental "building blocks" or "levels" of functionality that can be added to as demands increase with years of experience and expanding business sophistication.

STANDARD LEVEL has all the features you have come to know as "the classic" Broker's Ally. Perfect for beginning brokers or those with basic database needs.

- Track clients, prospects, and leads; notes of conversations
- Monthly, weekly and daily calendars
- Integrated word processor with built in spelling checker, e-mail and more
- Post stock, bond, and other financial products & print standard reports
- Menus, button bars, drag & drop, tool bars for ease of use

GOLD LEVEL includes an ASCII data loading utility and extra power tools for a Marketing Powerhouse. Designed for the more robust needs of brokers wanting to have special prospect databases or to create specialized sales plans and campaigns. This level is especially helpful for sales assistants.

- ASCII lead list database loading. Load databases of prospects. Palm Pilot Interface.
- Sales Planner for scheduling multiple calls, actions and meetings for prospects and clients
- Over 20 built in sales letters and over 100 sales scripts
- Exporting reports to other formats such as Internet, e-mail, Lotus, WordPerfect

PORTFOLIO LEVEL includes functions for portfolio management oriented brokers. Designed for the more demanding needs of brokers with large and diverse portfolios, financial planners and money managers. A perfect step-up level for those already owning the above levels of Broker's Ally.

- Asset Allocation Reporting, assign security types to asset classes
- Reporting for Clients, good-looking reports to distribute to clients
- Reporting for Brokers, in-house reports to assess your production and business style
- Campaign Planner, to expedite investment campaigns
- Portfolio value rank reports and Positions rank reports
- Stock pricing download connections

Modules to Add to the Broker's Ally Office Suite

Financial Planner and/or Bond Calculator as Options

Service Packs

Broker's Ally was designed as a program with 3 incremental "building blocks" or "levels" of functionality that can be added to as demands increase with years of experience and expanding business sophistication.

TIER 1 – Platinum Service: This is our premium service for heavy duty, professional users of Broker's Ally. It includes telephone hotline access, our Ally Newsletter, fax back and e-mail support, and 2 free software upgrades (2 shipments/yr). This software shipment insures you are up to date at all times. No other upgrade fees are charged. All network users should subscribe to this Platinum Service Pack.

TIER 2 – Support Plus Pack: Telephone hotline & annual newsletter to help you start and keep you going. This pack designed for those who wish fast telephone support and other ideas for using Broker's Ally. All users should subscribe to this Support Plus Pack.

Corporate Level Service Pack: This premium services includes access to our technical and development team and includes specialized support for database schemas, alternative ODBC drivers and other high powered support. All corporate installation users should subscribe to this Corporate Level Service Pack.

Training Services: Designed for those who wish help in learning all the full feature set. Telephone Training Services or On-Site Training Services by appointment.

Broker's Ally Test Drive

There are many ways that the new Broker's Ally will make your workday more efficient and this QUICK START GUIDE will discuss a sampling of the many features that are built into Broker's Ally to manage a wide range of broker activities. After installing the program, your first order of business is to enter data into the Broker's Ally database; which will be an ongoing process. To get familiar with the contact screen, the Broker's Ally demo database both allows you to add your own records and to view actual clients that you add into the software.

Add Your Contacts to the Database

The first thing that you need to do with your Broker's Ally is to add your client and prospects to the database. There are two steps to input a contact.

To Add a Contact:

1. Use your mouse to click on View at the top of the Broker's Ally window and select Add Contact.
2. Enter your contact's name, address and phone and fax numbers. Use your Tab key to quickly move between the different fields in the contact screen. Use the mouse to select entries from drop down boxes. Then Save!

The screenshot shows a contact form for Robert Adams. The form is divided into several sections. The top section contains the name fields (Mr. & Robert, L. Adams, III) and the account information (Account: B0308002, Owner: KAH/BMD). Below this are fields for 2nd Name (Catherine Adams - wife), Open Date (1/29/2008), Company, Last Contact, Address (Jackson Lane East), Status (Client), Rating, City (Brentwood), State (TN), Zip (46902), Country (USA), Carrier Route, and a No Mail checkbox. There are also fields for Work, ext, Home, Phone Numbers, and Addresses. A callout box points to the 'Email', 'Others', and 'Dates' buttons, labeled 'New Data Fields Added'. The bottom section contains a Comments field and a 'Save' button. The bottom of the window has a navigation bar with buttons for Address, Notes, Interests, User Fields, Book Page, and Agenda.

Main Contact Page: New fields for email, contacts, important dates and addresses

Find a Contact in Your Database

1. Select View from the menu at the top of your Broker's Ally screen.
2. Click on Find Contact from the pop down menu.
3. Enter your desired fields into the Find Contact screen. (For example, enter "Johnson" into the last name field and "UT" into the state field to find all of the Johnson's who live in Utah)
4. Click on the Find button. This contact record will then be displayed from your datasource.

Schedule Your Contacts for a Call, Action or Meeting

As you add new contacts to your database, you should add a date (and possibly a time) to execute a call, action or meeting with that person. This way, nobody in your database is forgotten. For example, assume one of your best clients has given you a great referral. After you add this contact's record into your computer, you decide to schedule a time to give the referral a call to set up a meeting. In Broker's Ally, we call these various appointments *Activity dates*. Generally, there are three major types of Activities; *Calls*, *Actions* or *Meetings*. Instead of struggling to remember them yourself, let Broker's Ally do it for you.

To Schedule an Activity with a Client (A Single Activity or Recurring Activities)

1. First, you must have that person's contact record on your screen. Then, use your mouse to click on the Agenda Button at the bottom right of the contact record. From here you see all the calls, actions, or meetings you currently have scheduled with this single contact.
2. Add a new activity by selecting the Add Button. Then flesh out a full Description of your activity into the Schedule Activity box such as "Introductory Call" then Select Type of Activity as Call, Action or Meeting, set the correct date and time, and then...
3. Click on Add to add this Activity both to your Activity Calendar and this contacts' Agenda.

Working With Your Activities Calendar

Now that you have added your contacts to your database and have scheduled them for some type of activity, Broker's Ally will begin its job of making your day more organized. The first thing to explore is your Activities Calendar. You can view your Activities in a daily, weekly or monthly format through *Activities Calendar*.

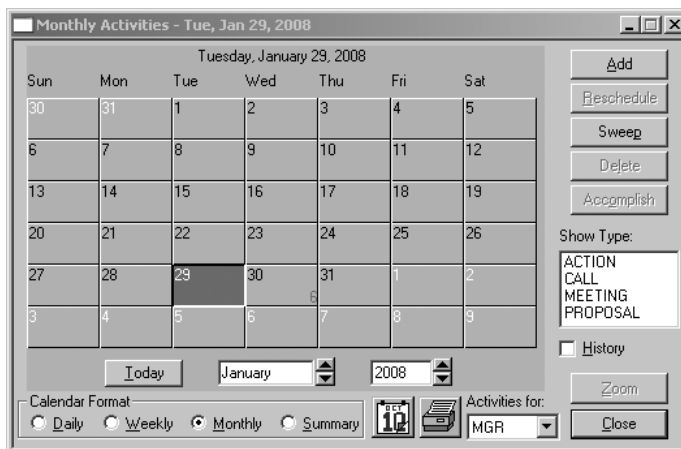
To Add a Contact:

1. Use your mouse to click on View.
2. Select Activities Calendar, which has arranged all your Calls, Actions and Meetings for you.

View and execute your Calls, Actions or Meetings from the Activities Calendar

Summary View – the Daily, Weekly or Monthly Format of the Activities Calendar

You are able to switch between your daily, weekly and monthly schedule formats by clicking on the circular buttons at the bottom of the screen. Choose the Summary format if you wish to view all your activities in a single list at one glance. If you wish to view an event in greater detail, use your mouse to first click on that contact activity then push the *Ally Zoom* button in the lower left corner to bring you to the next level of detail. For example, if you are looking at your Daily schedule and want to view a contact on it in more detail, simply click on the contact activity, press the *Zoom* to view this contact. By using the *Zoom* feature, you can use the *Activities Calendar* as the main working screen of Broker's Ally.

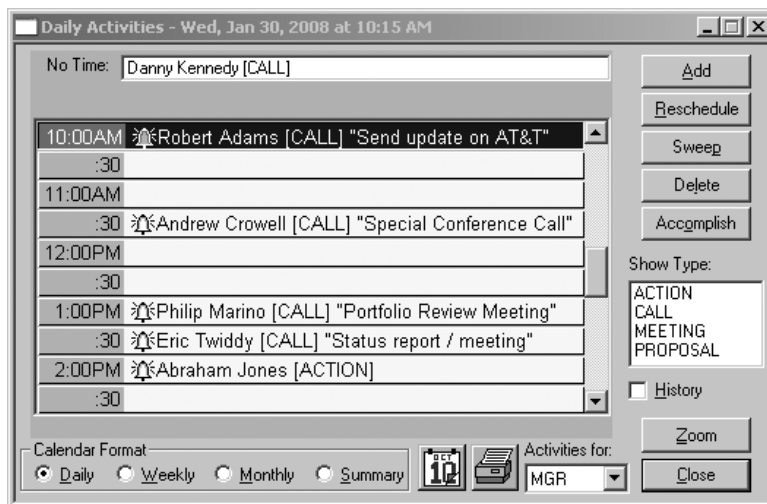


To get more details of your schedule, choose Daily, Weekly, Monthly, or Summary view.

1. Click on the listing of the activity listed on the *Activities Calendar* screen.
2. Hit the *Zoom* button, or “double click” on the contact name, to display the contact’s record.
3. After “zooming” in on the contact’s record, you have all the information in front of you that you need to execute the scheduled event.

The Daily View

This process will create a list of people for which you have activities for today’s date. You can select them by double clicking with your mouse, or selecting Zoom. Now you may carry out your activity, for example, making a call. After you finish with this contact, move to the next contact person by using your mouse to press the Close Button, and selecting another contact record as above. You will want to Edit the Activity Dates, if you need to reschedule an activity not yet completed.



Viewing your Activities Calendar in “Daily View”

For more clarity, you might, for example, wish to see only the Calls scheduled for today. In this case you would click on the Call type in the Show Type box at the right of the screen. Or, you might wish only to view Actions ... then click on only the Action in the Show Type box. In this way you can see all Activities, or only those of a specific type for a specified day.

Historical View

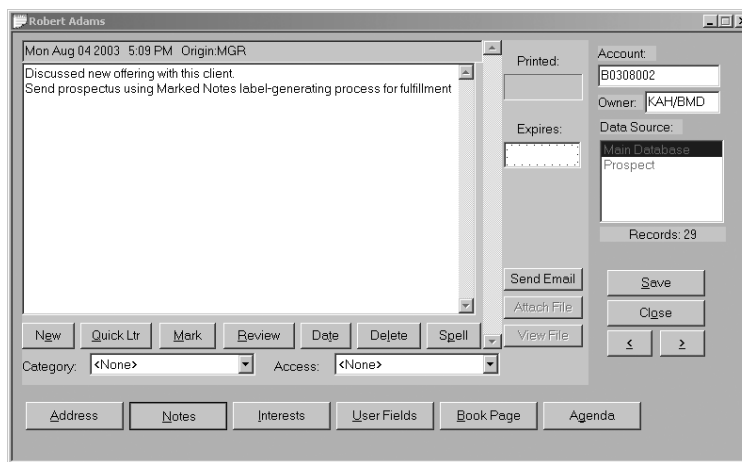
Note on the screen a small box labeled "History". If you click on this (make an "X"), you will see displayed all your historical activities that have already been accomplished. These historic activities are entered here by the "Accomplished" Button and are cataloged in the order the activities were accomplished.



Broker's Ally can help boost sales productivity by tracking prospects faster, giving better client service, quickly tracking stocks, bonds and other financial product purchases, targeting money "coming due", homing in on future business potential, staying organized, making quick phone lists, and coordinating the efforts of sales assistants to give you the power to run an integrated sales team!

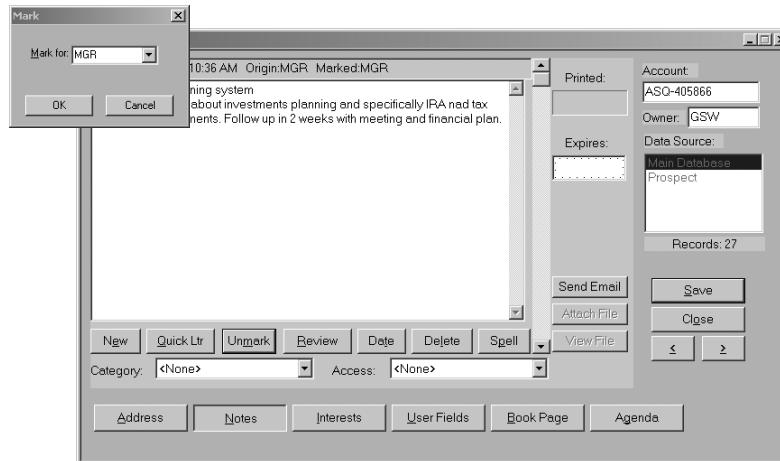
Notepad – Send Your Contacts the Information that They Request

In the notepad, you can type in notes contemporaneous with the conversation that are date and time stamped. Further, after a phone conversation or a meeting, customers may request follow-up information. You then "mark" a note as a "to-do" thus ensuring the correct information is sent. You print these *marked notes* onto mailing labels at days end by selecting *Print Label*, then *Marked Notes* from the *Mail* main menu.



To Mark a note for a contact, select the Notes button, then select Mark

1. From the *Name and Address* screen of the contact's record, click on the *Notes* button.
2. Type what the contact should be sent, then
3. Click on the *Mark* button.
4. At the end of the day, select *Mail* from the main menu on the top of the Broker's Ally screen.
5. Select *Marked Notes* then *Labels*.
6. Select the label size, then *Print*, then use these printed labels and their associated notes to mail the items.



Taking Notes of conversations in the Notepad, then Marking Notes for a to-do list

Sending Marketing Letters & Creating Batch Mailing Labels

The *Letter Writer* creates sales Letters, while the Reports section creates mailing labels. A large part of any successful broker's business is keeping in touch with contacts through the mail. Broker's Ally for Windows provides a fully functioning word processor to handle all of your correspondence. This word processor allows you to compose new letters and work with old ones. You can use the *Letter Writer* to send an individual letter to a client, or to send letters to groups of your contacts. You can use window envelopes to send these newly created letters or you can create mailing labels in the *View, Reports* Section. You can create batches of mailing labels in *Reports, Labels, Print*, then select the list. Read more about these things under *Letter Writer* and *Reports* in this Quick Start Guide.

Keep Track of Your Progress

It is important to know how well you are calling and selling. The *Phone Tallies* is a *Standard Report* that provides you with an instant view of your progress on a weekly, monthly or yearly basis. This report will allow you to track the number of calls that you have made and the people that you have been able to reach with percent % success. You can track your progress over time by viewing or printing your totals for the previous months or years. In network situations, you are able to evaluate another user's call progress by viewing their tallies information. This is useful for brokers who have their assistants do their telemarketing or for managers of a group of brokers.

The *Phone Tallies Report* gives you the opportunity to set goals and track your progress towards them. For example, you might give yourself a goal to contact 50 people a day and 100 new prospects per month. After working towards this goal, you can check your tallies. If your tallies report shows that you have exceeded your goals, then you might possibly want to adjust your goals higher.

To Create a Tallies Report:

1. Select *View* from the main menu at the top of the Broker's Ally for Windows screen, and select *Reports*.
2. In the *Reports* dialog box, select *Standard*.
3. Use your mouse to select *Phone Tallies* from the box below the words "Available Reports:"
4. If you would like to preview the report, hit *Preview*. If you would like to print the report, select *Print*.

Interest Classes, Categorization and User Defined Fields

Interest Classes and Categories

Broker's Ally allows you to track the INTEREST classes of your clients and prospects. You can set up your own Interest classification scheme under *Edit, User Preferences*. You can set up 28 Interest categories that define the conceptual meaning of these Interest classes. Further, you can categorize your clients and prospects using FLAGS as depicted in the window on the right side of the screen in the Interest section. FLAGS are database-sorting handles that you can assign to contact records in your database for quick access in sorting, using words such as "Tennis, Golf, etc." STATUS, which is found on the Address Page, defines where they stand in the sales cycle, starting with Lead, moving to Prospect, then ending, hopefully, as a satisfied Client. RATING defines how "hot" the prospects and clients are in your database in a numeric scale from 1 to 10 with 10 being the "hottest". A STATUS=Prospect, with a RATING=10 should soon become a Client Status through your sales efforts.

User Fields

You, the "user" can create your own "User Defined Fields" in Broker's Ally to track other information you feel pertinent to your business. Examples of field names you might define are: Net Worth, Income, Secretary, etc.. You can define up to 48 user-defined fields in Edit Menu under User Preferences. Then, after setting up the headings to these fields you can enter data into the field blanks to track pertinent information about your clients and prospects. You can also define the type of information stored in these fields, for example date fields, numeric fields, and text fields.



User Fields, Interests, Flags and Status are very useful for retrieving a special group of records from your database of contacts. You can print reports or mailing labels for people having specific Flags and/or Classes, or group them for calling, generating reports, or printing letters.

Posting Book – Post Your Transactions

The posting book is selected by clicking on the “Book Page” tab. From here you can view, add or subtract entries in the portfolio book page. You can open new positions or close old ones.

Up or Down Positions: Broker’s Ally for Windows now has a graphical posting book that indicates, at-a-glance, whether a position is up or down in relation to the market price. A green up-arrow indicates a current gain, while a downward red arrow indicates the position is down from the original open price.

Aggregate Value At A Glance: The bottom of the screen shows a compilation of value across all positions. This includes the total open cost, total market value, and Gain or Loss on the portfolio as of the current day.

Color Screen: The use of color on the screen helps the viewer to quickly observe different regions of the screen. Blue, red and black numbers also provide information to indicate relative value of the holdings. The person whose portfolio is being viewed is shown within the top screen Title Bar.

Open, Close and Remove Positions: Now you can open, close, or remove positions by clicking on the selection buttons at the bottom of the screen. These actions are immediately reflected in the on-screen calculations within the posting book.

Portfolio Level Features

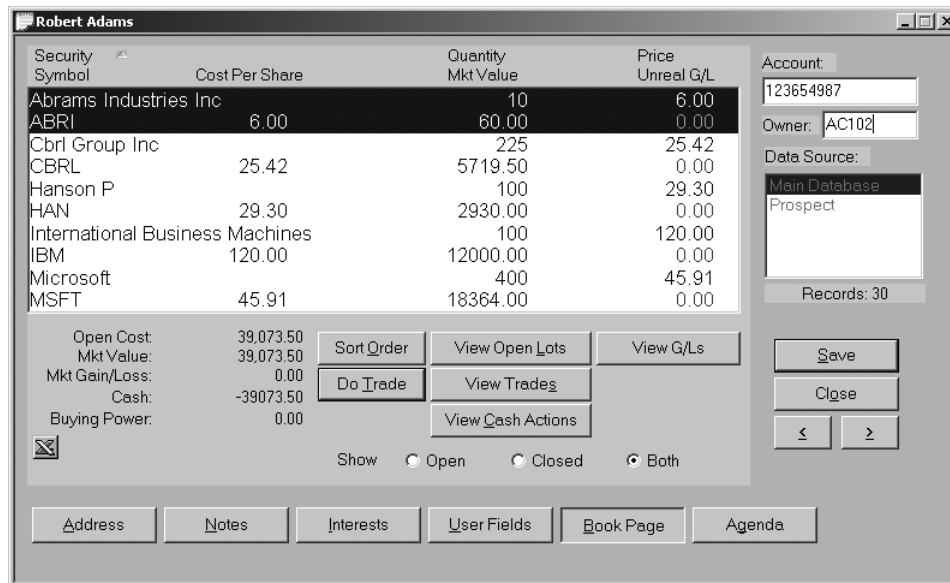
This section describes features of the Portfolio Level of Broker’s Ally

General Ledger

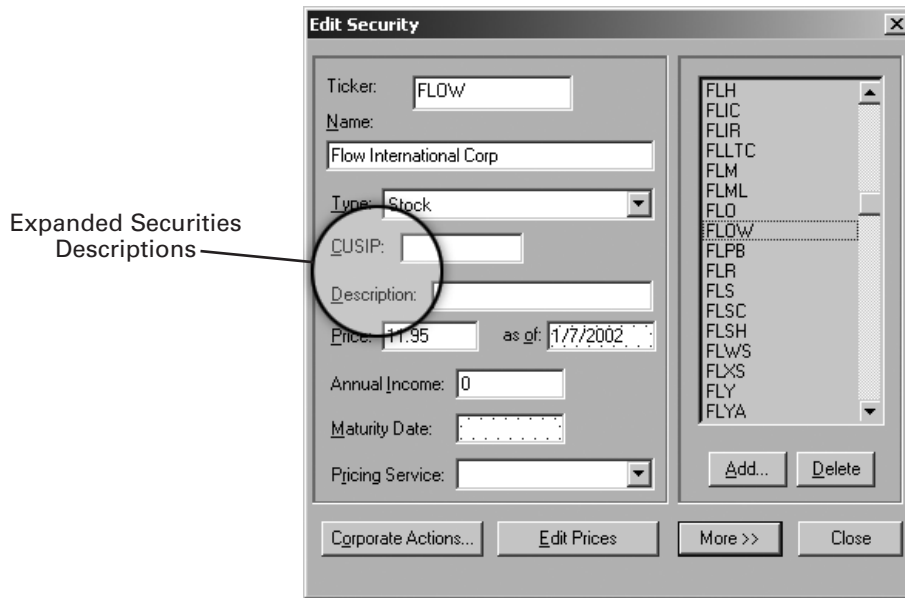
View the holdings general ledger, cash ledger and the ability to track both transactions and positions and to manage alternative accounting methods such as LIFO, FIFO and average cost.

Securities Descriptors

View the CUSIP number and the Description extensions of securities. This corresponds to the Interactive Data Corporation format; FT IDC format.



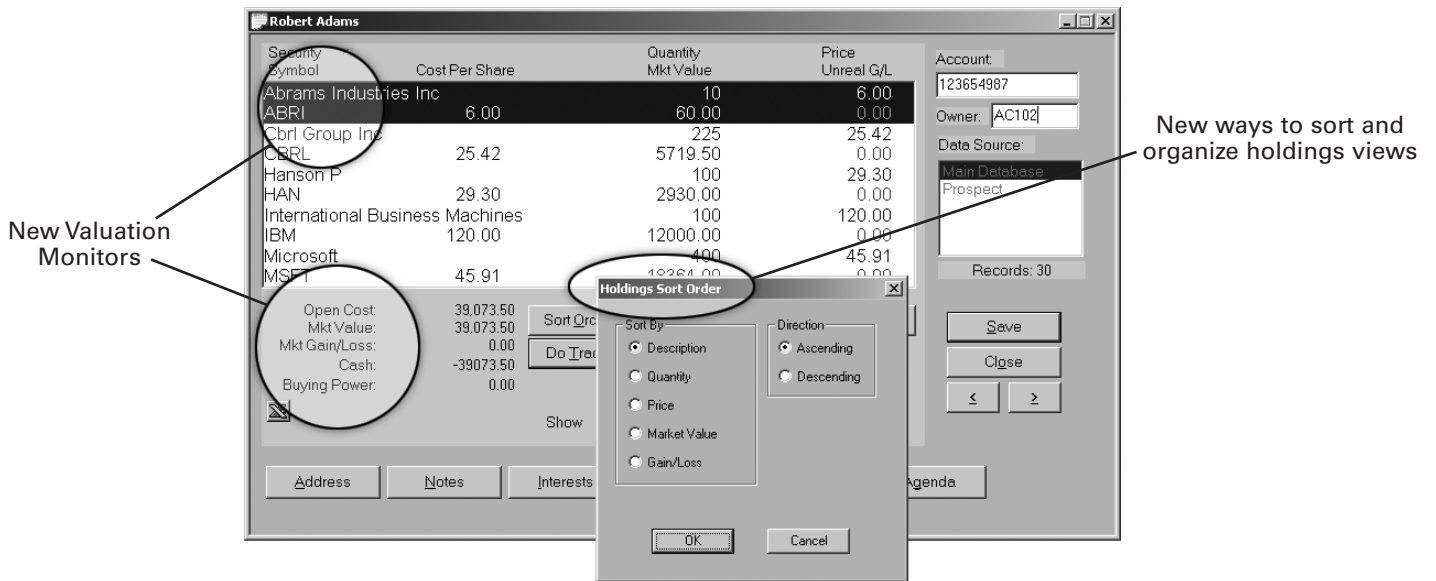
Security Transaction Ledger and Cash Transaction Ledger



CUSIP and Descriptor Fields Added

Sorting Flexibility

Created multiple screen display sorting methods including sorting by description, quantity, price, market value, and gain or loss, in either ascending or descending numeric or alphabetic order for ease of reading and viewing.



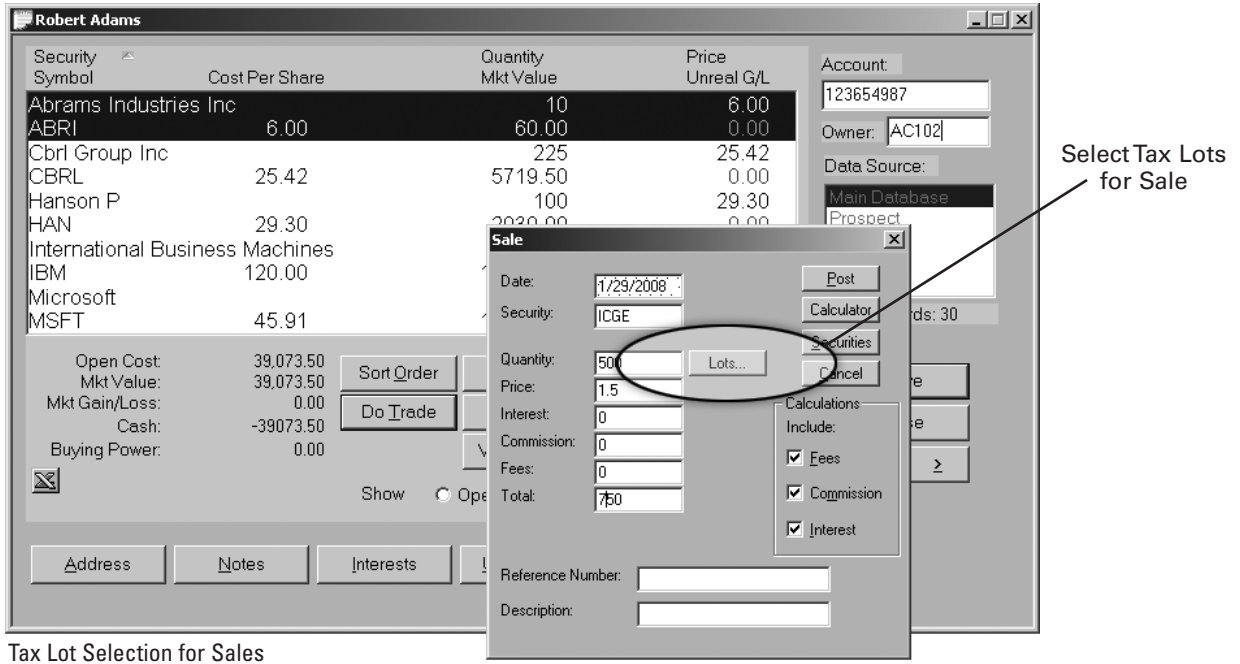
Holdings Ledger- New Sort Order- Expansion all functionality

Cash Accounting

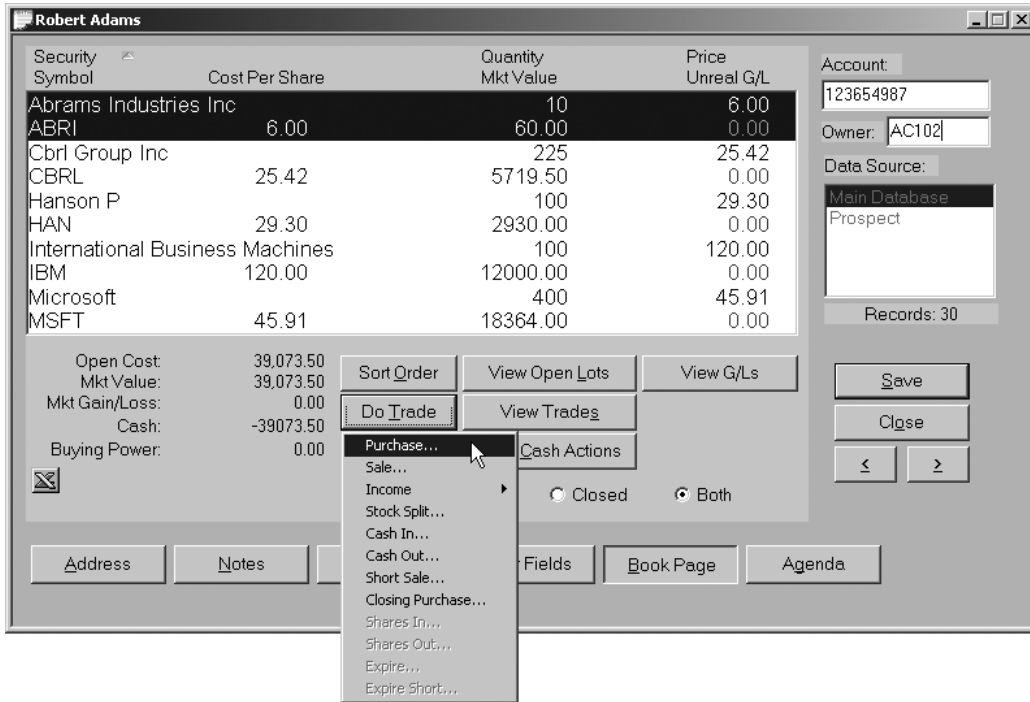
View the cash balance ledger and accounting functions for debit and credit to cash accounts.

Connectivity to Clearing Firms

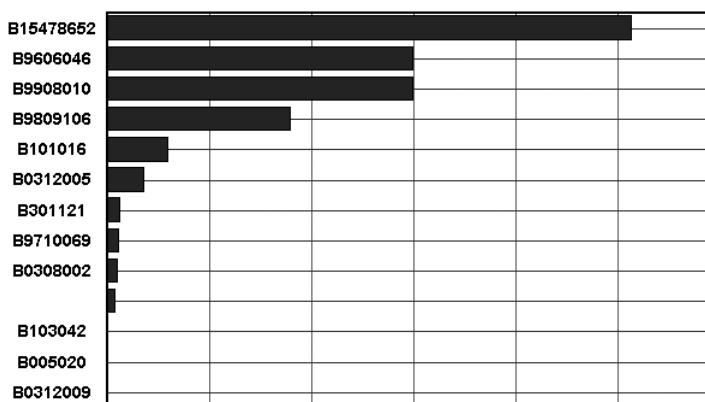
We've created data loading utilities to load data from the following back office services with their support: Beta Systems, Pershing, Fiserv, US Clearing, CheckFree APL, TD Waterhouse, Sungard Phase3, and FT Interactive Data Corp for end-of-day market pricing of portfolio.



Broker's Ally allows you to edit trades. Select View Trades from the book page on the position which has the trade you want to edit. On the View Trades dialog, select the trade you want to edit. The restriction is that you cannot edit a purchase or acquisition if there is already a sale or disposal on that lot.



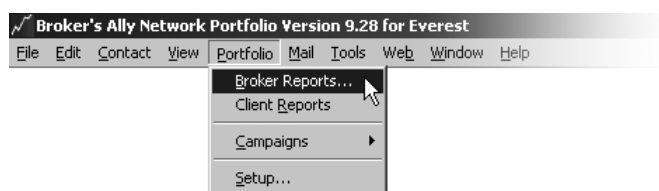
Post All Your Transactions!



Export to Excel and print graphs of portfolio information.

The Portfolio System

The Broker's Ally Portfolio Level is additional functionality for enhanced reporting, depicting asset allocation, and initiating investment sales campaigns. It prints or displays client or broker reports, calculates asset percentages and shows future income and bond payouts. The Portfolio Level is an add-on level that fits seamlessly into Broker's Ally Gold. Included here is an outline of the features of this Portfolio Manager. Its main functions are listed under the menu item "Portfolio" at the top center of the screen, shown below.



Portfolio Level: The Pull-Down Menu

Portfolio management functions for your business:

Portfolio Reports: These reports allow you to generate reports based on your postings and is divided into two types of reports: client reports and broker reports.

Client Reports: Realized and unrealized gain and loss, portfolio value based on asset classification, bond maturity and many other reports can be generated. These reports are created using transaction information listed in the posting book and mating against the securities master files.

Broker Reports: These are in-house reports to assess business performance; commission reports, large position holdings, portfolio rank reports, transaction listings by date, securities by symbol and type.

Asset Classification: Allows you to define an unlimited number of asset classes, assign security types to them, and then print client and broker reports based on them.

Investment Campaigns: Investment and Sales campaigns keyed on a specific financial product, portfolio holdings and asset classes, such as tax-advantaged investments, large portfolios, and maturing bonds.

Post: Automatically downloads your transactions and pricing based on in-house connections. Only available where your firm supports automated transaction and security master file database loading.

Re-Organizations of Securities: Reorganized positions based on holding changes: splits, sales & purchases.



"I've installed the new Broker's Ally version 9 and it's bigger and a lot easier to read. I really appreciated all the help and support! This will make my business more efficient and productive."

Mark Gardner, Managing Director, Bear Stearns, Dallas, Private Client Services Group

Client Portfolio Report: Valuation Summary

01/29/2008 12:15:25PM

Portfolio Valuation Summary

1

Henderson, Sandi K.

Representative: Manager

Ms. Sandi K. Henderson, EXECUTIVE PLANNING SERVICES, 1843 E. Second, Suite E, Casper WY 82601 USA

Account: B9710069

Annuities

Security Type	Open Amount	Market Value	Unrealized	Income	Yield	% Total
Annuity	45,000.00-	45,000.00				100.0
Annuities Totals	45,000.00-	45,000.00				100.0

Total Portfolio

Open Amount	Market Value	Unrealized	Income	% Total
45,000.00-	45,000.00			100.0

Client Portfolio Report: Large Positions Detail

01/29/2008 12:24:37PM

Large Positions Detail

100 largest open long positions for all data sources.
Details for Main Database.

All Security types.

Cisco Systems Inc		CSCO	Market Price: 20.690
Quantity	Market Value	Name	Account
200.000	4,138.00		
1,200.000	24,828.00		
800.000	16,552.00		
500.000	10,345.00		
200.000	4,138.00		
100.000	2,069.00		
100.000	2,069.00		
127,098.67		Accounts: 16	
Johnson & Johnson		JNJ	Market Price: 58.030
Quantity	Market Value	Name	Account
280.000	16,248.40		
50.000	2,901.50		
1,100.000	63,833.00		
500.000	29,015.00		
100.000	5,803.00		
117,800.90		Accounts: 5	



"My life is wrapped around Broker's Ally version 9. I was pleased with the Quick Start Guide that came with the v9 upgrade which helped the installation go flawlessly, it worked like a charm. I have a boat in the Mediterranean that I go to each year; without Broker's Ally I would never be able to go. I LOVE BROKER'S ALLY and have used it daily since 1989!

Michael Grinnell, Partner, Wiswell & Neff Financial & Advisory Services through Raymond James Financial, Stuart, FL

Broker Report: Transaction Schedule

01/29/2008 12:20:26PM

Transaction Report

1

Trade Date Range: 1/1/1997 to 12/31/2026

Smalley, Joe

Trade Date	Action	Symbol	Description	Quantity	Price	Amount
01/22/1999	Purchase	IBM	International Business Machines	10,000.00	52.625	526,250.00
04/04/2000	Purchase	IBM	International Business Machines	5,000.00	24.875	124,375.00
10/04/2002	Purchase	IBM	International Business Machines	10,000.00	37.500	375,000.00
02/04/2004	Short Sale	Q	Qwest Communctns Intl Inc	10,000.00	95.000	950,000.00
02/04/2004	Short Sale	YHOO	Yahoo! Inc	5,000.00	75.000	375,000.00
02/04/2004	Purchase	HP	Helmerich & Payne Inc	12,500.00	12.000	150,000.00
02/04/2004	Purchase	MSFT	Microsoft	5,000.00	12.550	62,750.00

A Display of all Transactions on a Daily Basis

Broker Report: Portfolio Rank

01/29/2008 12:36:02PM

Portfolio Rank

MGR

20 of your largest open accounts in all data sources.

All Owners

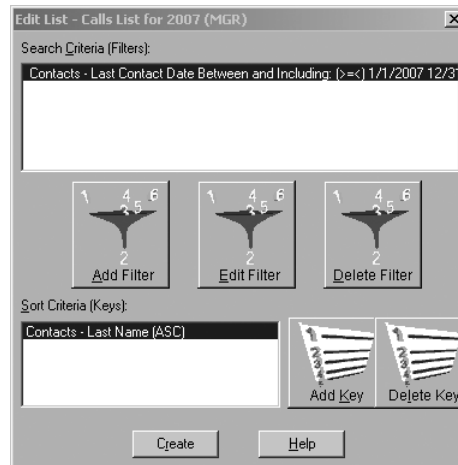
Account	Name	Rating	Market Value	Data Source
B15478652	Smalley, Joe		2,054,550.00	Main Database
B9606046	Allen, Colleen M.	Inactive	1,200,000.00	Main Database
B9908010	Happold, Curt	Active	1,200,000.00	Main Database
B9809106	Soizers, Francois		720,000.00	Main Database
B101016	Melbath, Greg R.	Inactive	240,000.00	Main Database
B0312005	Hinkle, Steve		145,000.00	Main Database
B301121	Bowers, Keith	Active	50,000.00	Main Database
B9710069	Henderson, Sandi K.	Active	45,000.00	Main Database
B0308002	Adams, Robert L., III		39,073.50	Main Database
	Abbate, Joseph		30,000.00	Main Database
B103042	Kauth, Kenneth C., Jr.	Inactive	4,500.00	Main Database
B005020	Andrade, Glenn A.	Active	0.00	Main Database
B0312009	Morris, Daniel		0.00	Main Database
			5,728,123.50	

Reporting – Standard, Labels, Posting and Portfolio Reports

Broker's Ally for Windows has a wide range of commonly used report formats using data in its database. The Standard and Gold levels both come complete with a collection of pre-made report formats, called "Standard" reports. The Gold level allows the user to create their own report formats through the *Custom Report Generator* add on module. These customized reports enable the user to design and create very specialized reporting output.

To Generate a Standard Report:

1. Select *View* from the main menu at the top of the Broker's Ally for Windows screen
2. Select *Campaigns, Group List*
3. At the next dialogue box, click on the *New List* button
4. Type in a Name to represent the list you are about to create. The name should describe the list, e.g. NameList.
5. By using one of the Broker's Ally pre-defined templates, you can quickly select a group of contact records.



1. Once you have selected a template, you will be presented with the *Edit List* dialog window.
2. You can change the search or sort criteria if you desire by clicking on the *Edit Filter* or *Add Key* buttons.
3. Use your mouse to click the *Close* button at the bottom center of the screen to except settings you have chosen.
4. Now you are ready to print the report based on the list you just created; click *OK* on *List Results*.
5. Press the *View List* button, then click on the *Reports* button.
6. Select the Report you wish to print for these contact, and click on the *Print* or *Preview* button

Standard Report Examples

- Account/ Company Lists
- Address/Phone Card List
- Contact Work Sheet
- Last Contact Date/Open Date/Status
- Phone Tallies Report
- Realized Gain/Loss Lists
- State/Zip Lists
- Activities Report
- Birthday Report
- Contact/Notes List
- Marked Notes Lists
- Posting Book Lists
- Securities Lists
- Unrealized Gain/Loss Reports,
- Activities/Phone (Landscape) Report
- Company/Status
- History
- Phone Lists
- Rating/Status Lists
- Source Lists
- and many more!**



You will find a wealth of information at your fingertips at the expanded www.BrokersAlly.com portal for investment professionals. Topics addressed there include market data sources, market commentary, world news, IPO's, research, US and Global exchanges, business practice improvement tools, trade associations, regulatory bodies, lists of broker/ dealers, clearing firms, education and training support.

Letter Writer Word Processor

Marked Letters

The purpose of the *Letter Writer* is to help you quickly create business correspondence. There are two ways to use the automatic name and address merge capabilities of the letter writer. The first way is to use the Letter Writer to "mark" a contact for an automatic letter as we shall describe here; many different letters for many different people. Let's say that you have already written a sales letter with personalized merge codes about a certain mutual fund. During the course of the day, a contact expresses an interest in this mutual fund. Since you have already written this letter, you could "mark" this contact to receive this letter. After you "mark" the contact for a letter, you forget about it until the end of the day at which time you print out a batch of all the letters that you have "marked". The computer will personalize the letters with the contact's merged data and print them out.

To Mark a Contact to Receive a Letter:

1. With the contact's record active on the screen, click on the *Contact* menu item at the top of the Broker's Ally for Windows screen.
2. Select *Mark a Letter*.
3. At the *Marked Letters For*____ dialog box, hit the *Add* button.
4. Use your mouse to select the letter.
5. Then Click the *OK* button to Close the Dialog Box window.

To Print Marked Letters:

1. Select Mail from the top of the Broker's Ally for Windows screen.
2. Select Marked Letters from the drop down menu.
3. Select the Letters button underneath the word Print.
4. When the marked letters are printed you will want to Delete All the markings on the contacts so they won't come out again the next time you print marked letters.

Group Mailing or Group Emailing

The second way to make use of the Letter Writer's automatic merge capability is to create a *Group Mailing*, many people getting the same letter. You can use a *Group Mailing* to create a large group of personalized letters to a select group of contacts in your database. For example, if you wanted to create a personalized marketing letter about a new retirement fund for all of you contacts that were self employed, you would make use of the *Group Mailing*.

To create a Group Mailing:

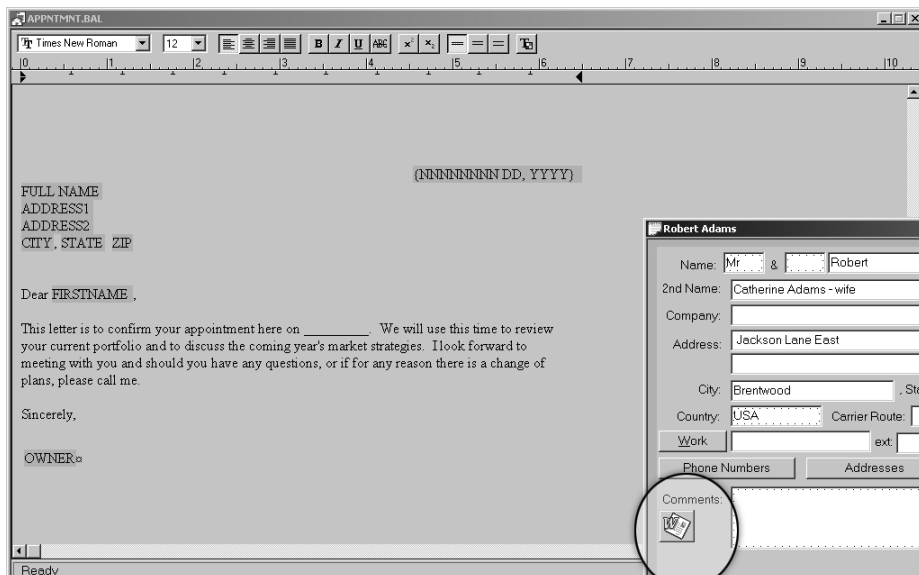
1. Select Mail from the top of the Brokers Ally for Windows screen.
2. Select Group Letter from the drop down menu.
3. At the next dialogue box, click on the New List button.
4. Type in a name for the search that you are about to do. The name should describe your list, e.g. NameList
5. By using one of the Broker's Ally pre-defined templates, you can quickly select a group of contact records.
6. Once you have selected a template, you will be presented with the Edit List dialog window.
7. You can change the search or sort criteria if you desire by clicking on the Edit Filter or Add Key buttons.
8. Use your mouse to click the Close button at the bottom center of the screen to except settings you have chosen.
9. Press the View List button, Then Mail Merge!
10. Select the letter to merge, for example BIRTHDAY.BAL. Click on Open.
11. Now Broker's Ally will merge the names and print this list.

To create a Group Email Broadcast:

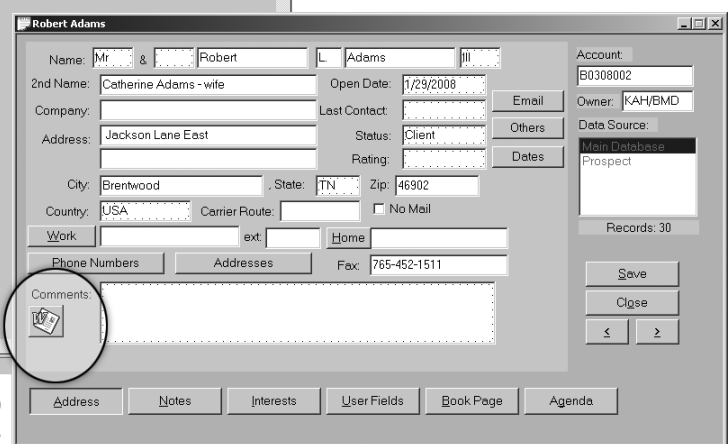
After creating a letter with merge codes for personalization and creating a list of contacts, you can use Email Broadcast to email everyone in the list a personalized email letter.

1. Select to view your list using the View, Campaigns menu.
2. Click Email Broadcast.
3. Type in the full path name of the letter file or browse to select it.
4. Type in a subject for the email.
5. Click OK.

Now Broker's Ally will immediately merge the letter with each contact and email the personalized letter.



Word-processing with the built-in letter writer, mail merge and spell checker



Icon to press to merge name/address information into Word Letter. Excel Spreadsheet Icon available, too.

Benefits of Using Broker's Ally

Here are some benefits derived from implementing the Broker's Ally productivity, client relationship management (CRM), and portfolio management system for investment advisors, sales assistants and sales managers.

Extend Longevity of Relationship: Capturing detailed client and prospect information will help to secure a positive client relationship for a longer period of time.

Enhance other offerings and cross selling: Use of Broker's Ally helps to increase penetration of all products being offered.

Compliance Satisfaction: Supports consistent, targeted and measurable behavior of account representatives and their assistants with note taking and audit trail reporting.

Increase Productivity and Sales Revenue: Helps to support more productivity and efficiency in all daily operations.

Better Controlled Teams: Helps ensure all advisors and assistants work in a well-defined path following their strategic plan.

Increase Assets Under Management: Helps uncover hidden assets by using structured data gathering and client profiling.

Open More Accounts: Helps to increase sales pipeline conversions from status of qualified prospect then on to the client status.

Do More Trades: Helps empower reps to "always have a reason to call" by profiling customers and target marketing appropriate products to all clients.

Special Tools

Additional tools to aid your business as shown and described below. These quick-access Tools make Broker's Ally unique to your business.

What's New: A new Icon in the Broker's Ally group tells you about all new features added to Broker's Ally

Tip of the Day: helps to teach you new features; one per day 'till you master the software feature set

Help Files: contain a collection of helpful software information. Explore the help file; it's easy.

Phone Dialer: is used to automatically dial the phone using the modem in your PC

ASCII Data Loading: helps to upload databases from other software into Broker's Ally

Built-In Sales Letters: help you by giving you formats to modify for specialized use

Sales Planner: schedules multiple calls, actions and meeting for clients or prospects

Stop Watch: is a timing device if you are counting time and billing for services provided

Calculator: is a built in calculator to give you a handy access to the computing power of a PC

Calendar: is a date calendar to show you the days of the week and how they fit into the month and year

Scratch Pad: is a handy place to keep general ideas or information not connected to a person

Sales Scripts: are pitches and scripts you and your sales assistant can use to better define a presentation

Glossary of Financial Terms: contains information on a variety of financial product definitions

Palm Pilot Synchronization: helps to off-load information from Broker's Ally to your Palm Pilot

IDC Download: allows you to subscribe and connect to the IDC pricing service and get end-of-day pricing



Date Calendar



INTERACTIVE DATA FEED for Broker's Ally- *Subscribe Today!*

Interactive Data is the leading provider of global securities pricing and financial data supporting securities operations, fund pricing, portfolio management, and investment research. For 30 years, customers have relied on Interactive Data for value added activities. Interactive Data's extensive and comprehensive coverage includes over 3.1 million securities, and their accuracy, timeliness, reliability, flexible delivery, and unparalleled customer service make the difference between untested raw data and usable information. To order call Financial Times- Interactive Data at: DataFeed Subscriptions, FT Interactive Data, 22 Crosby Drive, Bedford, MA 01730, Tel: 800-432-5463, Fax: 781--687-8613, e-mail: Datafeed@ftid.com. Call now to get set up for fast service.

Networking Together

Team Building

Networking several PCs together is the most efficient way for more than one person to simultaneously work with a single group of contacts. The Broker's Ally network version software, in conjunction with your existing computer network, ensures that every person working together has quick access to constantly changing client, prospect and portfolio information. Such a system avoids confusion and facilitates accurate information exchange between staff people resulting in a unified, powerful sales workgroup and to ensure all customer contact points share the same customer information and provide consistent and knowledgeable responses. Our unique integration allows all advisors, call center agents, and branch personnel to view and act upon marketing activities and responses. The network version also makes certain that all issues and opportunities are assigned to, and receive follow-up from, the appropriate points of contact. The network version features password protection, user identification access and shared resources. You may add additional users to your system by calling your Broker's Ally representative.

The People Behind the Product

With Broker's Ally, customer service isn't just the software's built-in ease of use or the comprehensive Help System. It really begins with people... a full staff of sales and support people, backed by a corporate programming and administrative staff. You're not just buying a software program; you're buying the support of our entire company! Call 484-875-1705 or e-mail Support@BrokersAlly.com, or fax to 484-875-1704 or 484-875-1710.

Software Support Policy

Scherrer Resources, Inc. is committed to providing timely and effective support for its clients. This is accomplished by the assignment of experienced software product representatives and customer support technicians. Product telephone support is available from your sales representative and the help desk by telephone from 9:00 AM to 6:00 PM Eastern Standard time Monday through Friday except for national holidays. Telephone support is FREE for the first 30 days after purchase at 484-875-1705 and is available for a fee thereafter on a toll free 800 number.

TIER 1 – Platinum Service

The Platinum Service Pack: This premium service includes two free shipments per year of our then current version, plus Ally Newsletter, 800 phone line access and priority 24 hour fax back service. The annual cost of support through this Platinum Service is \$305 for the Standard level, \$355 for Gold level, \$405 for the Portfolio level, plus \$295 per each network user. Perfect for the heavy-duty user.

TIER 2 – Support Plus Pack

The Support Plus Pack: The annual cost of technical support through this Support Plus Pack is \$150 for the Standard level, \$200 for Gold level, \$250 for the Portfolio level, \$295 for Network level, and \$350 for the Network Portfolio level. Subscribe to this if you want to power up your computer usage. All levels include the Ally Newsletter. FREE Fax support is always available with 48 hour turn-around at 484-875-1704.

Our Corporate Team is Ready to Support You!

Scherrer Resources, Inc. is a Pennsylvania corporation (www.ScherrerResources.com) and our team is led by CEO founder Jim Scherrer, and includes application software developers, web masters, help desk technicians, analysts, and account representatives assigned to each of our licensees. Help Desk Technician can be reached at 484-875-1705, or fax us at 484-875-1704, or contact Support@BrokersAlly.com.

Frequently Asked Technical Questions (FAQ's)

NETWORK INSTALLATION

Q: How do I install Broker's Ally on a network for the 1st time.

First PC

- 1) Install the Ally application. Take note of the installation directory. You will need that info for step 3.
- 2) Launch the application and create the main data source then Exit the application.
- 3) Copy the allywin.mdb file from the installation directory to your desired network server location. Take note of the network server location chosen. You will need that info for step 5.
- 4) Launch the application. Go to the main menu item entitled Edit, then to User Preferences, and then click on the Network button. This automatically opens the bawin9.ini file to allow you to edit this file and make the changes you desire.
- 5) Find the [DATA] section within this .ini file. Modify the Name1 entry by changing the entry to contain the full drive and path to the database file at the designated server location; example = x:\BA9\allywin.mdb, where x is the name of the server drive (usually F:).

The updated section should look like this below if your created data source is named "Main Database" and the table name you gave it was "main":

```
[DATA]
DataSource=1
dsN1=Main Database
dsF1=main
dsT1=0
Databases=1
Name1=F:\BA9\allywin.mdb
```

6) Select File | Save and close the .ini file window. Exit the application. You are now finished installing the application on the first PC.

All Other PCs

- 1) Install the Ally application. Launch the application.
- 2) Go to the main menu item entitled Edit, then to User Preferences, and then click on the Network button to open the bawin9.ini file.
- 3) Find the [DATA] section within this .ini file. Modify the Name1, dsN1, dsF1, and dsT1 entries to look exactly like the first PC's .ini file entries.
- 4) Select File | Save and close the .ini file window. Exit the application. You are now finished installing the application on this PC.

Q: How do I upgrade from pervious versions for my Network Installation

Preparation Steps

Determine if your users have created multiple data sources. If there is only one data source for all users, you can proceed to the Server PC steps. If there are multiple data sources, merge all the data sources into the main data source. Do this by importing all contacts from each secondary data source into the main data source.

Server PC

- 1) Install the Ally application. Answer "Yes" when you are asked, "Do you wish to convert data from version 8 to 9?" Launch the application.
- 2) Go to the main menu item entitled Edit, then to User Preferences, and then click on the Network button to open the bawin9.ini file.
- 3) Find the [DATA] section within this .ini file. Make note of the Name1, dsN1, dsF1, and dsT1 entries. You will use this info in the installation steps for All Other PCs.

All Other PCs

- 1) Install the Ally application. Answer "No" when you are asked, "Do you wish to convert data from version 8 to 9?" Launch the application.
- 2) Go to the main menu item entitled Edit, then to User Preferences, and then click on the Network button to open the bawin9.ini file.
- 3) Find the [DATA] section within this .ini file. Modify the Name1, dsN1, dsF1, and dsT1 entries to look exactly like the server PC's .ini file entries.
- 4) Select File | Save and close the .ini file window. Exit the application. You are now finished installing the application on this PC.

NETWORK CONNECTIONS

Q: Sometimes I fall off the Network. How do I get back on?

A: 70% of the time the reason for this is something has occurred with your own PC to drop the connection. To get back on, simply restart your own PC. Select Start from the Windows Menu, select Shut Down from this menu, select Shut Down or Restart from this menu. Wait until the system comes back up fully, then check for network connection.

Q: I'm on the network, but can't see my data.

A: In this case, the server PC needs to be restart so that you can reestablish the view to the database. You might need to consult your LAN administrator for support.

Q: I can't see my data, but I can use my software.

A: Look in "My Computer" and see if there is a "Red X", which means that you got disconnected from the network drive. To get back on, simply restart your own PC. Select Start from Windows Menu, select Shut Down from menu, select Shut Down or Restart from menu. Wait until the system comes back up, and then check for network connection.

PALM PILOT SYNCHRONIZING

Q: How do I move data from Ally to Palm?

A: To use the Palm synchronization utility, first install the Hot Sync Manager. Then in Broker's Ally, select Tools / Palm Pilot Sync Options and click on button labeled "Install Palm Pilot Address Conduit" in Broker's Ally. Select the data source you wish to synchronize. Place the Palm Pilot in the hot sync cradle and press the sync button. The Ally software sync utility will synchronize the data between the Palm Pilot address book and Broker's Ally contact records.

The normal Broker's Ally installation copies the Palm .dll from the Broker's Ally CD onto the hard drive in the directory specified. However, the Palm .dll then has to be installed or "registered" with the Hot Sync manager in order to be used, and that's what the Install Palm Pilot Address Conduit button does.

Trouble shooting Palm connections

After the synchronization process occurs, a log of this action is made and a file is created. This log file is presented to the user on the Palm Pilot, and in the log it will list "BA Address Book". If it does not show this file, then there was a problem with the original installation. Alternatively, if it does show this file in the log, then it will say whether the sync was okay or not. If it says it's okay, and no data is viewable, then the sync occurred but no data was transferred. In that case, the user needs to check in the Hot Sync Manager to see what the Hot Sync Action was for the BA Address Book. If the log says it wasn't okay, then call our Help Desk for trouble-shooting support.

Q: How do I deactivate the Palm Sync after already having installed the address conduit?

A: There is an option to reinstall the sync from other programs you wish to sync with.

More Background on Palm Pilot Data Synchronization Utility

Broker's Ally contains a utility to support the data synchronization features built into the Palm Pilot to move data back and forth from Broker's Ally Gold Level, and above, and the Palm Pilot device. It is compatible with Palm Pilot III, V, and VII. To utilize this function, users must have the Hot Sync Manager (version 1.1, 2.0, 2.1, or 3.0 and above) that comes with the Palm Pilot Desktop software installed. Broker's Ally utilizes the most current synchronization tools for the Palm Pilot. The way the Palm Pilot hot sync works is described in the User Manual that comes with the Palm Pilot.

MOVING DATA FROM PC TO PC

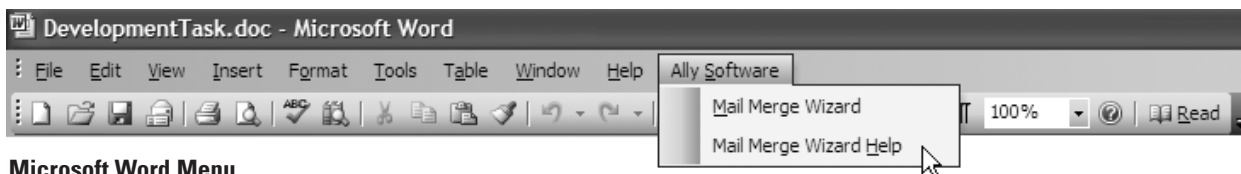
Q: How do I move data to my new PC?

A: The only data file in version 9 is allywin.mdb. In prior versions, the data files were all files with extensions *.dbf, *.dbt, and *.mdx. (FYI: These abbreviation extensions mean files, tables and indices; and, there are dozens of these files. *.dbf means all files with extension .dbf). You need to move these files to the new PC by either: 1) backing them up using your Windows backup commands, 2) copying them if they are small enough to a 3.5 inch diskette or data stick, or easiest is 3) to send them by e-mail as attachments to another PC.

MAIL MERGE TO WORD

Q: How do I use the Word software with the database?

A: The Broker's Ally Mail Merge Wizard is found as a menu item in Microsoft Word. The Wizard will assist you in performing mail merge tasks in Word using your Broker's Ally contact information. The Broker's Ally Mail Merge Wizard is automatically installed into Microsoft Word when you install Broker's Ally. Microsoft Word needs to be installed on your computer prior to Broker's Ally. If the Broker's Ally menu does not appear in Word, reinstall Broker's Ally from the original distribution diskettes.



Microsoft Word Menu

You may merge all contacts in a Broker's Ally data source or merge the contacts in an existing list with a document in Word. You can print letters, labels, or envelopes from Word with your merged information from Broker's Ally. For more information, open the User Manual document installed with Broker's Ally using MS Word. The file name is userman.doc, and it contains a whole section and even more details on Mail Merge with MS Word and Broker's Ally!

BACKING UP

Q: What files do I back up?

A: In version 9, the only data file is allywin.mdb. In prior versions, the data files were all files with extensions *.dbf, *.dbt, and *.mdx. To make it easy, just back up all files in the whole directory (\BA9, or \BA8 or \BA7, etc.). All Windows versions have a backup facility. In XP, if you go to "Start\All Programs\Accessories\System Tools" there is a backup program that walks you through creating a backup. You can specify what you want to backup and where you want to save it. Note new menu item in Broker's Ally – File>Database>Operations>Back Up (follow directions). This feature lets you select where to put the back up file.

Q: Do I need to back up my data?

A: YES! Your business depends on it. The Rebuild (Maintenance) function can fix the majority of problems that can occur, but it is possible that a database may become damaged beyond repair. When maintenance is not possible, your only recourse is to restore data files from backup diskettes. Always maintain several sets of backup diskettes which are used in rotation; backup diskettes are not immune to failure. There are numerous backup software products available, which are faster and more reliable than the BACKUP and RESTORE programs that accompany Windows, but Windows has it and you can use it anytime.

USING ACCESS WITH THE DATABASE**Q: How Do I use Microsoft Access to create my own reports?**

A: The BA v9 application uses a Microsoft Access database format for storage of its data. Unlike the old dBase files in prior versions of Broker's Ally, a Microsoft Access database is contained completely within one file. This file contains the tables and indexes used for the application. The name of the file for xAlly is allywin.mdb. As an Access database, it can be opened by Access by using the File Open command in Access or by simply double clicking on the file as long as Access is installed. The database is open to the user and is not protected by a password. This allows the user to create reports or queries or do anything else Access provides. This also allows the user to change the application data directly, which may cause application errors; hence, we recommend you do NOT add data into the database via Access.

SUPPORT SERVICES FOR BROKER'S ALLY**Q: What is the Platinum Service and Support Plus service that I am hearing so much about?**

A: The Broker's Ally Platinum Service and Support Plus Packs are designed for your long-term support needs. The popularity of Broker's Ally requires full time staff to be made available to your needs. To relieve this backlog we have developed two special support programs for you. Platinum Service Pack is our highest-level support. Both this and the Support Plus Pack provides you with instant access to a Broker's Ally support technician and a newsletter with tips and tricks for using Broker's Ally to its fullest potential. First, the Support Plus Pack provides you with a toll free 800 support hotline. This hotline will be your instant pipeline to a qualified support engineer every time you pick up the phone. Secondly, you will receive the "The Ally Newsletter" which is a detailed newsletter that is full of tips and techniques on how to make the most efficient use of Broker's Ally. It will highlight the powerful (and often overlooked) features of the program.

The Support Plus Pack virtually eliminates costly down time due to problems with your Broker's Ally Program or your computer system itself. Without the instant access to a qualified support engineer, you may lose a couple of hours of productive prospecting. Order the Support Plus Pack and you'll get unlimited access to our quick response toll-free hotline. This means if you ever have any questions about Broker's Ally, a friendly and knowledgeable support representative is never more than a free phone call away. Most users who sign up for this service find it absolutely invaluable! Broker's Ally Support Plus Pack annual fees are dependent on the Broker's Ally level in which you currently own.

MARKET DATA CONNECTIVITY**Q: How do I update my portfolio prices in Broker's Ally?**

A: Scherrer Resources, Inc. has developed electronic links to the FT-IDC (Financial Times Interactive Data Corporation) data feed connectivity. This option is provided within Broker's Ally under the File, Database Operations, Import Menu. You must contact FT-IDC directly for this data feed subscription. There will be a fee charged by FT-IDC to provide the data you require with the frequency you demand. Categories of data provided by FT-IDC are equities (including mutual funds), ADR evaluations, Options, corporate and government bonds, FNMA, GNMA, and FHLMC pass-through pools, municipal bonds, commodity and futures contracts, collateralized mortgage obligations (CMO) and Asset-backed securities (ABS).

The data feed utilities load data into the data tables of the securities master file of Broker's Ally. This data file is a robust file holding several types of data including the security name, type, CUSIP, description, prices including "as of" dates, annual income, maturity date, pricing service that provided the data, corporate action stock split dates and ratio, global change pricing features and many others.

UPGRADE FROM VERSION TO VERSION**Q: How do I upgrade my Broker's Ally from version to version?**

A: Upon receipt of your newest upgrade CD, first run your older version and repair any damage to its database by going into File, Database Operations, Maintenance, Rebuild All. Having done this, now log out of the older version, and install and close the new CD in the CD tray. The Auto-run function will automatically install your newest version. Respond to any questions that appear on the screen. The installation process will normally detect that you have a previous version and offer you an option to convert all data and files and settings automatically. Then, run your new version software, and you are set to go. If you have problems, contact:

Help Desk Technicians: 484-875-1705 or Support@BrokersAlly.com

Fax Back Assistance: 484-875-1704,

Annual Support Contract Subscriptions: 800-950-0190 or Support@BrokersAlly.com

Software Training By Telephone

In order to help avoid this rejection, Scherrer Resources, Inc. has developed a Telephone Training Service whereby you can obtain software training at the comfort of your desk on your own telephone. By making an appointment with a knowledgeable training representative you can learn the proper use of Broker's Ally and how to run it on your hardware.

Objectives

The objective is to raise your productivity by increasing your level of knowledge and facility with Broker's Ally software on your PC. Telephone Training will help you coordinate the process of selling and supporting accounts with your computer.

\$75 Per Hour

Through a discussion with your Telephone Training Service representative, you can set up a one-hour, or more, appointment to be trained on the software. Then, you can spend that hour learning anything you wish, from database management, to word-processing, to application functionality. This special "custom" telephone training is very focused and efficient, resulting in quick learning and understanding. Whether you wish to learn about Windows functionality, or special software tools, or desktops, notebooks, or networks your Telephone Training Service representative can help you. This service is designed to help you be more efficient, better organized, provide advanced account management, and obtain greater profits

Telephone Training Topics

The second way to make use of the Letter Writer's automatic merge capability is to create a *Group Mailing*, many people getting the same letter. You can use a *Group Mailing* to create a large group of personalized letters to a select group of contacts in your database. For example, if you wanted to create a personalized marketing letter about a new retirement fund for all of your contacts that were self employed, you would make use of the *Group Mailing*.

- **Software Installation – How To Do It Quickly**
- **Adding Records – Clients & Prospects**
- **Writing Letters – Business Correspondence**
- **Entering Transactions – Posting Buys, Sells**
- **Writing Reports – Output Organization**
- **Teaching Sales Assistants – Getting Extra Help**
- **Network Features – Multi-User Access**
- **Importing and Exporting Data**
- **Managing Your Day – Techniques and Tricks.**
- **E-mailing and URL Access**
- **MS-Windows – Beginning & Advanced**
- **Backing Up Data – Protection and Recovery**
- **Topics of Special Interest**

Obtaining Telephone Training Appointments

Simply contact your Broker's Ally representative and make a plan to fit your needs. You may want a single trainer for one hour, a half or full 8 hour day, or you may want to train by conference call. This close, one-on-one training is valuable. Whatever your needs, simply call your Broker's Ally representative at 484-875-1710 or fax us at 484-875-1704 and ask for "Telephone Training Services"

First Time License:

Standard Level- \$395 (includes all the basic features)

Gold Level- \$695 (plus \$300 for each additional network user)

Portfolio Level- \$995 (plus \$400 for each added network user)

Upgrade Pricing: (to current version from previous versions)

To Current Version	STANDARD	GOLD	PORTFOLIO
From Previous Standard to:	\$175	\$350	\$650
From Previous Gold Level to:	N/A	\$250	\$550
From Previous Network* Gold to:	N/A	\$225/user	\$400/user
From Previous Portfolio to:	N/A	N/A	\$400
From Prior Network Portfolio to:	N/A	N/A	\$400/user

From previous version (1,2,3,4,5,6,7) to version 9: add \$100 per user to each of the above prices.

*network buyers must subscribe to the annual Support Plus Pack support services.

Telephone Support, Fax Back, & Email Support, Newsletter:

- **SUPPORT PLUS:** newsletter, telephone and fax back support, email support at support@brokersally.com
- **PLATINUM SUPPORT:** all the features of our SUPPORT PLUS pack plus software maintenance for Standard, Gold and Portfolio Level (software shipments 2x per year)

Support Options (per year)	SUPPORT PLUS	PLATINUM SUPPORT
Standard Level	\$150	\$305
Gold Level	\$200	\$355
Portfolio Level	\$250	\$405
Network (per added user)	\$95	\$295

Software Maintenance Assurance:

You can avoid Upgrade fees and utilize Broker's Ally on a monthly fee basis of 2% per month of the initial license fee, paid quarterly. We ship you current versions of software and provide telephone support.

Corporate Level Service Pack:

This service pack provides technical and engineering support needed for more sophisticated installations. Includes Application Programmer Interface (API), Database Schema, ODBC driver info, access to developers, help desk technical support, and current CD builds. \$2995 per year.

To Order, Call 484-875-1710 or Email sales@brokersally.com

For answers to any of your specific questions and to order, call your dedicated account representative at Broker's Ally in their Philadelphia regional office at 484-875-1710, or e-mail to: sales@BrokersAlly.com.

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