

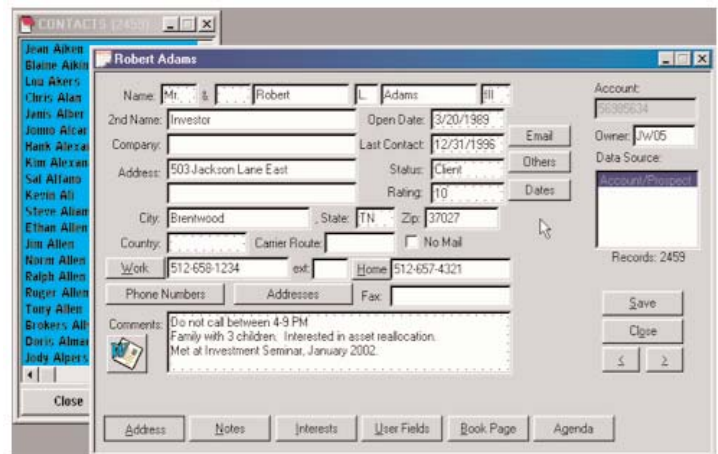


THE LEADING SOFTWARE SYSTEM FOR INVESTMENT ADVISORS; FAST, EASY, COMPLETE AND POWERFUL!

Three tiers, or levels, to match your business needs:

STANDARD LEVEL – For Customer Relationship Management – \$395.00

- Track clients, prospects and leads in pipeline
- Daily, weekly and monthly calendars
- e-mail broadcast to your lists, Internet connectivity
- Unlimited User Defined Fields and Interest categories
- Built-in word processor, contemporaneous notes
- Track history, source, attachments and more
- Posting book and cross reference
- Campaign Lists and Groups for target marketing
- View, Print and Mail Reports
- Quick letter templates and memorized responses
- Work Group Calendar and Team assignments
- Track secondary contacts, family, householding & more
- Alerts, alarms, team calendar, events, meetings & more
- Help System & Financial Terms Glossary

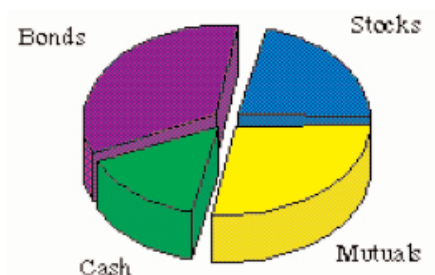


GOLD LEVEL – For Marketing and Sales Management – \$695.00

- ASCII / CSV File Loader - Load/import data, leads and information from other databases such as Blackberry
- Built-in Prospecting & Sales Letters - Over 20 tried and true professional sales letters at your finger tips
- Exporting Reports to Excel, Access, Internet, Intranet, e-mail, Lotus, Word Perfect, Quattro, HTML
- Sales Planner System - Initiate and track multiple sales activities for clients and prospects
- Hot Scripts - Over 100 Pop-up sales scripts for better prospecting and client sales efforts
- Palm Pilot Data Feed – Load up your Palm Pilot with contact information from Broker's Ally
- Literature Fulfillment Request Connectivity Tools for custom coding to support corporate level initiatives
- Customized report capability using MS-Access interface

PORTFOLIO MANAGEMENT LEVEL – For Valuation and Allocation Reporting – \$995.00

- Automated Securities Pricing Import Capability – Financial Times Interactive Data
- Extensive Broker and Client Reporting
- Customize Asset Classes, Security Types & Print Allocation Reports
- Portfolio Valuation Reports, Transaction Detail Reporting
- Largest Positions in Rank Order, Portfolio Size Rankings
- Track Maturing Investments to initiate client contact
- Reports for clients, advisors and assistants
- Client Reports and Internal Advisor/Broker Reports



#1 MOST POPULAR ADVISOR SOFTWARE - ADVISOR REP. MAGAZINE

Reports for Clients, Advisors and Assistants

Client Reports and Internal Advisor/Broker Reports

Standard & Gold Level Reports

- Contact reports; includes all details and information
- Activities Calendar, phone tallies, work sheets, and Goal reports
- Historical Actions, Notes, Source of Clients, plus 10 more reports
- Cross Reference and Securities By Symbol and Security Type
- Realized and Unrealized Gain & Loss Reports, Portfolio Valuation
- Posting Book Ledger and Commission Summary

Portfolio Level Reports

- All Standard & Gold Level reports plus these, and more
- Portfolio Valuation Summary and Detail
- Bond Maturity, Maturing Products, Money Coming Due, and Householding
- Large Positions sorted by Market Value, Summary and Detail
- Valuation by Asset Classification
- Asset Allocation Report
- Split Shares and Symbol Changes, Transaction Schedule

Securities Definitions and Characteristics

- Securities Descriptions, CUSIP, price and pricing service
- Interest, annual income, maturity date, expiration dates
- Corporate Actions and Changes

Technical Characteristics

- Networking versions for multi-user access & work groups with assistants. Powerful collaborative team building support
- Password Protection, User ID's and True Client/Server database options. Database protection.
- Database importing, exporting, synchronization by group, list of entire database
- Microsoft Word, Excel and Office Integration, backoffice data loading, connections to pricing vendors
- Build your own reports using MS-Access software to access Broker's Ally database
- Drag and drop data, pull down menus, button bars, user-friendly icons. Graphical User Interface.
- Runs on all Windows Platforms. Easy to install. Visual C++ source code. MS-Access database table structure
- Internet & Intranet features such as e-mail and HTML exporting, quick web access.
- Fast database Access. Fast Searches and Sorts. Instant access to client, prospect and lead databases.

Software Support Options

Sign up for support...your lifeline for success!

- 30-day free telephone support from date of purchase on 484-875-1705.
- Unlimited free fax back technical support on 484-875-1704; email support at Support@BrokersAlly.com.
- **800 line Support Plus Pack w/ News**
Annual Subscription: \$150, \$200 or \$250/year
- **Platinum Premium Service Pack**
Includes all software upgrades twice per year, News, Fax priority service, and 800 line telephone support.
This is your Annual Subscription Software Maintenance and Assurance Plan. \$305, \$355, \$405 per year based on your level.
- **Corporate Level Service Pack**
Premium services for corporate enterprise buyers of Broker's Ally includes access to technical and developmental resources, specialized support for database schemas, and IT help. *\$2995 per year.*
- Intra-version "updates" available for \$50.
Also available: Per incident support of \$25 per call.
- Phone training available to help you learn more! *\$75 per hour, by appointment.*
- **Notice to network users:** To insure successful, trouble free installation and ongoing operation the Support Plus Pack is required for all first year purchases of any Multiuser Network versions of Broker's Ally.



MICROSOFT WINDOWS COMPATIBLE



Scherrer Resources, Inc | Advisor Information Technology Solutions for Banks and Broker/Dealers

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