



THE INVESTMENT
ADVISOR
ALLIANCE

For Immediate Release

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Trade PMR Joins List of Approved Custodians at IAA

Ramsey, NJ (January 4, 2010) – Trade PMR of Gainesville, FL is the newest addition to The Investment Advisor Alliance's custodian listing.

The Investment Advisor Alliance has chosen Trade PMR as an additional custodial option for affiliated advisors and their clients. Trade PMR offers leading technology solutions to registered investment advisors to facilitate running an efficient practice. Additionally, Trade PMR does not have a retail operation competing for advisor's business; this is a subtle but important distinction that leads Trade PMR to dedicate themselves to the industry and RIA's best interests. Through the e-Custody platform is a proprietary, web-based system where advisors access all typical brokerage operations of a custodian plus have access to a forthcoming CRM and optional integrated performance reporting.

The Investment Advisor Alliance customers will enjoy the ease of use and flexibility of an entirely hosted custodial solution that full complies with IAA's requirements.

About the Investment Advisor Alliance

The Investment Advisor Alliance is a privately held Registered Investment Advisor based in northern New Jersey. The fee-only firm provides supervised independence to advisors nationwide utilizing multiple custodians and hybrid options for dually registered advisors. The Investment Advisor Alliance offers training, service, back office support, and compliance oversight to affiliates at any chapter of their career to help advisors grow their practice at their pace. Custom technology solutions make the Investment Advisor Alliance's tools easily accessible and efficient.