



THE INVESTMENT
ADVISOR
ALLIANCE

For Immediate Release

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IAA Opens Availability of its First Hybrid Option

Ramsey, NJ (January 4, 2010) – The Investment Advisor Alliance in concert with the addition of Trade PMR as the newest custodian opens the door to hybrid advisors.

The hybrid or dually registered advisor space is growing rapidly as investment professionals look to provide their client independent advice and services. The Investment Advisor Alliance is a fee-only Registered Investment Advisor with a flexible structure, giving advisors the opportunity to become registered representatives with outside broker/dealers that are “RIA friendly”.

Trade PMR and Sterne Agee Leach (SAL) have teamed to provide some essential services to hybrid advisors, namely custodian services and independent broker dealer supervision services. The Investment Advisor Alliance provides the investment advisor supervision services. In this structure, IAA and SAL provide necessary oversight with no proprietary products and Trade PMR acts as custodian to fee client assets and it is the Trade PMR platform, e-Custody, which is the workstation for fee and commission business.

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.