



THE INVESTMENT
ADVISOR
ALLIANCE

For Immediate Release

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IAA Adopts Electronic Signature Capability

Ramsey, NJ (March 31, 2010) -- The Investment Advisor Alliance introduces electronic signature capability to streamline the workflow for affiliated advisors.

The e-signature will speed the process of opening accounts with IAA allowing advisors to begin providing services to clients immediately. Additionally, signatures that need to be obtained throughout the term of an advisory relationship can be acquired in a timely fashion.

Electronic signature workflow will eliminate the need for printing, mailing, and faxing/scanning. Securing client authorizations in this manner allows affiliated advisors to save money by reducing the need to spend on postage, ink, or paper and have a positive impact on the environment by implementing the paperless solution.

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.