



THE INVESTMENT
ADVISOR
ALLIANCE

For Immediate Release

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Real-Time Earnings View for Advisors and a Simplified Fee Schedule

Ramsey, NJ (April 28, 2011) – The Investment Advisor Alliance has completed the upgrade of its DSP platform to give advisors a live look at their earnings. Additionally, an all-inclusive fee option is now available for qualifying advisors.

Through Intuit, IAA advisors can access their account data when they want it. This removes the time and effort for affiliates to determine which clients have paid, the expenses charged, and their personal compensation.

For advisors managing more than \$5 million, The Investment Advisor Alliance now offers a simple, comprehensive pricing plan which includes all compliance and administrative services, performance reporting, and technology.

IAA's new comprehensive pricing with a substantial breakpoint at \$15 million represents another innovation to make advisors' businesses more profitable with less hassle. IAA's costs include a full suite of services for advisors to run their business compared to doing business with independent brokerages and other competitors where the same expense barely covers their admin fees and haircuts.

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.