

# ADVISORS URGED TO INVEST IN TECHNOLOGY AND PRACTICE MANAGEMENT TOOLS

## *Industry Gurus Say Smart Use of Technology Vital in Today's Competitive Market Place*

**December 30, 2008 [Dallas, TX]** – David Drucker and Joel Bruckenstein, two of the industry's best known practice management and technology gurus, are urging advisors to shore up their technology and practice management tools. "With market forces pushing down the way they are, advisors must be smarter about how they do business and where they invest their resources," Drucker says. "The smart use of technology can make a firm more efficient and profitable."

"This is not the time to be penny-wise and pound-foolish," Bruckenstein adds. "You can't just bury yourself in client service and investment issues and expect everything to be okay. Smart investments in technology, staffing and PR are vital right now."

Drucker and Bruckenstein also note that the best and brightest advisors are still looking for ways to improve their knowledge and enhance productivity. They are attending select conferences, participating in Webinars and study groups, devouring every practice management article in the top industry journals, and doing additional due diligence on their own. Face-to-face interaction with peers and industry experts is also important, they note. "It can be really lonely out there without those personal and professional conversations," Drucker says.

"While attendance may be down for some of the other industry conferences, we expect record attendance at the fourth annual Technology Tools for Today (T3) Conference," Bruckenstein says. "We've been discussing this with our meeting planner team and PR people. Why are advisors still drawn to the T3 conference in spite of the economy and market woes? What we can tell from our conversations with advisors and big name organizations that are sponsoring the T3 Conference is that this particular conference is so unique that advisors are hesitant to miss it."

### **ENTHUSIASM BUILDS AS 2009 CONFERENCE NEARS**

Dr. Linda Strachan, Senior Vice President, Product Marketing for EISI ([www.eisi.com](http://www.eisi.com)), the developer of NaviPlan and Profiles financial planning software, says the T3 Conference "brings together an important group of advisors and technology-minded professionals to examine trends and opportunities in the financial services industry." The 2009 event, which will be held at the Dallas Intercontinental Hotel in Addison, February 26 – 28, 2009, marks EISI's fourth year as a platinum sponsor.

“The pre-conference sessions, exhibition hall, presentations, and networking sessions present excellent opportunities to connect. David and Joel are experts in creating events that stimulate discussions about topics that are timely and relevant to today’s business environment,” Strachan says.

Greg Friedman, MS, CFP®, President of Junxure ([www.junxure.com](http://www.junxure.com)), the leading industry-specific CRM program for advisors, says the T3 Conference provides “incredible access to share ideas and build relationships. All the top quality tech people attend. The opportunity to hear directly from the people who are developing the tech solutions and to get a personal conversation going during the exhibition hall and break times is extremely valuable.”

2009 will be Junxure’s fourth year as a sponsor. “We support the T3 Conference because it’s one of a kind,” Friedman says. “The ability to meet with top programmers and CEOs in the industry is remarkable. The whole thing is set up to work more like a think tank than a conference. In fact, the Your Silver Bullet consortium was born two years ago, at one of the earlier T3 Conferences.” Your Silver Bullet, LLC ([www.yoursilverbullet.net](http://www.yoursilverbullet.net)) is a community of over 25 independent software providers whose mission is to accelerate development of integrations among common CRM, financial planning, account aggregation, investment policy statement, and portfolio and investment management applications; Friedman is a Silver Bullet co-founder.

Chadwick W. Blythe, MBA, RP, National Sales Director for financial planning “smartware” MoneyGuidePro (PIEtech, Inc., [www.moneyguidepro.com](http://www.moneyguidepro.com)) says the T3 Conference is the “only one-stop conference where advisors and their IT staff members can learn about the very products that could make or break their practice. The focus is on education at T3. Advisors not only have the opportunity to interact with us, but to also interact with every integration partner we have. T3 is the only conference of its kind.”

“While other conferences may try a *mélange* approach as a way to attract participants, the T3 Conference has found success maintaining a consistent focus on technology,” Blythe says. “Advisors who attend the T3 conference are almost always the first adopters of new technology; ultimately, they pave the way for everybody else in the industry.” Blythe adds that MoneyGuidePro “loves T3 because I know we don’t need to compete with the flash of Fund Companies and expensive give-a-ways. I know every attendee is focused on learning about technology and gleaning best practice ideas. We find most of our Beta-Users at T3 and they give us their opinions early in the year which allows us to be more prepared for the spring rush.” 2009 will be MoneyGuidePro’s fourth year as a sponsor.

## **SPONSOR LIST GROWS, INCLUDES TOP TECH VENDOR ACCESS**

“We’ve been pleasantly surprised by the amount of support and enthusiasm offered by some of the biggest and best technology providers in the industry,” Bruckenstein says. “We are especially pleased to see some of the independent broker/dealers such as Securities America ([www.securitiesamerica.com](http://www.securitiesamerica.com)) and custodians such as Trust Company of America ([www.trustamerica.com](http://www.trustamerica.com)) ask to participate. Organizations such as these and the other fine vendors on our sponsor list bring a wealth of technological support and practice management solutions to advisors.”

**Sponsor booths to visit at the 2009 T3 Conference include:**

- ActiFi, Inc
- Adhesion Wealth Advisor Solutions
- Advice America
- Advisors Assistant
- Arcons Technology Inc.
- B-Ready Outsourcing
- ByAllAccounts
- Open Finance Network
- Back Office Support Service (BOSS)
- Black Diamond
- BridgePortfolio
- Cabinet NG
- CEO Image / Fujitsu
- Charles Schwab Institutional
- CRM Software (Junxure)
- Docupace Technologies
- EISI (NaviPlan)
- EZData
- FCSI (dbCAMS)
- Financial Advisor Magazine
- Fidelity Investments / Institutional Wealth Services
- FinanceLogix
- Financial Crossing
- FinFolio
- Interactive Advisory Software
- IPS AdvisorPro
- iRebal
- LightPort
- MoneyGuidePro
- Money Tree Software
- Morningstar, Inc.
- NetDocuments
- Nine Mile Software
- Pershing Advisor Solutions & iNautix
- ProTracker
- Redtail
- Schwab Performance Technologies
- Scottrade Portfolio Director
- Securities America, Inc.
- Shareholders Service Group
- Sincere & Co., LLC
- Smarsh Inc.
- SmartDraw
- Orion Technology
- Tamarac
- TD Ameritrade Institutional
- Total Rebalance Expert
- Trumpet Inc.
- Trust Company of America

- Upswing

## **BREAKOUTS EXPAND, OFFER MANY CHOICES**

Pre-conference sessions begin at 8:00 am CST, Thursday, February 26, 2009, with presenter Patrick Kuhse ([www.speakingofethics.com](http://www.speakingofethics.com)) offering a 2-Hour CFP® -approved ethics session. “We think attendees will be hard-pressed to pick just two of the eleven subsequent pre-conference workshops being offered that day,” Drucker says. “The conference continues all day Friday, February 27, and Saturday, February 28. In addition to offering five general sessions, we’re providing 20 breakout sessions. It’s a pretty robust offering,” Drucker says.

A look at [www.VirtualOfficeNews.com](http://www.VirtualOfficeNews.com) shows presentations such as:

- CRM's Next Frontiers: Integration, Intelligence and Mobility
- Update on Financial Planning Software
- Update on Portfolio Management
- Update on Document Management Systems
- Getting the Most Out of Your Technology -- or -- Now You've Installed It; How Do You Get Your Staff to Use It?
- Technology and Human Capital
- Incorporating Client Portals Into Your Website
- The State of the Art in Software Integration
- Update on Rebalancing Software
- Productively Using Voice-to-Text and Text-to-Voice Software
- PMS Software Outsourcing
- How to Get the Most Out of Business Networking Sites
- Advisor Panel: Our Technology Platform
- Trading Microsoft (and Vista) for a Mac
- Life Mapping / Mind Mapping
- Automating Compliance
- Visual Client Communication for Estate Planning
- Automating Marketing: Using Technology to Build Your Business and Relationships
- Powerful Personal Productivity
- The Ultimate Road Warrior
- Centralized Software Hosting and Thin Clients
- Team Building & Success Factors Software
- Can You Top This? -- New Developments in Financial Planning Software

- The Future of Advisor Technology

Attendees at last year's T3 Conference provided rave reviews. View evaluations, a photo scrap book and past year comments at [www.VirtualOfficeNews.com](http://www.VirtualOfficeNews.com).

### **EARLY BIRD DISCOUNT SET TO EXPIRE FEBRUARY 20, 2009**

Early bird rates expire February 20, 2009 and range from \$250 for VON Subscribers to \$300 for all others. Through February 20, 2009, New subscribers (and those that have let their subscription lapse for a year or more) to Virtual Office News are eligible to receive a Conference Special that includes a one year subscription to the industry's top technology-related practice management newsletter and T3 registration for just \$400. After February 20, 2009, Regular registration, online and on-site, is \$400.

### **CONFERENCE DETAILS**

The 2009 "T3" Technology Tools for Today Conference will take place Thursday, February 26 through Saturday, February 28, 2009 at the **InterContinental Dallas**, 15201 Dallas Parkway, Addison, TX 75001. Online registration and complete agenda is available at [www.VirtualOfficeNews.com](http://www.VirtualOfficeNews.com).

### **ABOUT THE T3 CONFERENCE PRODUCERS**

#### **David J. Drucker, MBA, CFP®**



Under the banner of "Drucker Knowledge Systems," David J. Drucker, MBA, CFP® provides the benefit of his more than 25 years of experience and research to other members of the financial services industry.

He is the co-author of *The One Thing... You Need to Do As Told by the Financial Advisory Industry's Top Coaches, Consultants and Visionaries* (The Financial Advisor Literary Guild, 2005), *Tools & Techniques of Practice Management* (The National Underwriter Company, 2004) and *Virtual Office Tools for a High-Margin Practice: How Client-Centered Financial Advisors Can Cut Paperwork, Overhead, and Wasted Hours* (Bloomberg Press, 2002). He is also editor of the monthly newsletter *Virtual Office News*.

Drucker writes on practice management issues for financial advisors as a columnist or contributor to *Financial Advisor*, *Financial Planning*, *Wealth Manager*, and *Research* magazines, as a monthly columnist for [www.MorningstarAdvisor.com](http://www.MorningstarAdvisor.com), and as co-founder of [Practice Lifecycle LLC](http://PracticeLifecycleLLC.com) and [Succession Registry](http://SuccessionRegistry.com).

#### **Joel P. Bruckenstein, CFP®, CMFC**



Freelance magazine writer, book author, virtual office consultant and fee-only financial advisor Joel P. Bruckenstein, CFP®, is the Publisher of *Virtual Office News*. He frequently contributes articles to other financial planning publications including *Financial Advisor Magazine* and *Financial Planning Magazine*. In addition, he is the Senior Technology Editor at [www.MorningstarAdvisor.com](http://www.MorningstarAdvisor.com).

*Virtual Office Tools for a High-Margin Practice*, Bruckenstein's practice management and technology book co-authored with David Drucker, has garnered universal praise from industry experts. The duo's second book, *Tools and Techniques of Practice Management* which was published by National Underwriter Company in 2004, has also received good reviews.

Bruckenstein's expert opinions have appeared in *The Wall Street Journal*, *The New York Times*, *Business Week*, *The Baltimore Sun*, *The Washington Post Investment Advisor Magazine*, *Investment News*, *Gannett Newspapers*, and the *New York Daily News*, *Kiplinger's Retirement Report*, *the Journal of Financial Planning* and other publications.

To learn more about *Virtual Office News*, the Technology Tools for Today® Conferences and/or Mr. Drucker and Mr. Bruckenstein, please visit [www.VirtualOfficeNews.com](http://www.VirtualOfficeNews.com).

### **Financial Advisor magazine / Charter Publishing Company**



Financial Advisor magazine (FA) targets the independent financial advisor market. Led by editorial veteran Evan Simonoff, the magazine has a circulation of 80,000 and penetrates virtually the entire financial planning community, including over 30,000 CFPs, 19,000 RIAs, members of the FPA, NAPFA, AICPA- Personal Financial Planning Division and IMCA.

Charter Financial Publishing Network (CFPN) is a management owned company led by some of the most experienced and respected publishing teams ever assembled, including editorial director Evan Simonoff (former editor-in-chief of Financial Planning), group publisher David Smith (former publisher of Dow Jones Investment Advisor) and Charlie Stroller (former president of Dow Jones Financial Publishing Corp.). Other partners include Bob Paradise (former publisher of Barron's) and Keith Allaire (founding editor of Investment Advisor).

In addition to FA, CFPN also publishes FAnews (a bi-monthly electronic newsletter), FAconnection.com (a consumer education web site), [Nick Murray Interactive](#) and [The Journal of Indexes](#). CFPN co-produces [The Financial Advisor Symposium](#) with InterShow, maintains a partnership interest in the Discovery Database and operates [FinancialAdvisorMatch.com](#), in conjunction with Discovery. CFPN has been the T3 Conference media partner since 2007.

###