



## **RETIREMENT DEPOT LAUNCHES FULLY-INTEGRATED BUSINESS DEVELOPMENT SOFTWARE FOR INDEPENDENT FINANCIAL ADVISORS**

*Advisor Cloud 9 software provides comprehensive client services features with institutional-grade communications and client investment management tools*

(Las Vegas) – Two-thirds of America’s financial advisors, approximately 200,000 individuals, are not affiliated with an institutional bank and/or a financial investment houses, and operate alone or in small teams. Recent research on the independent financial industry has indicated that only a small minority of these advisors have a true business plan or adopt a consultative approach to selling their services.

Advisor Cloud 9 was developed by Retirement Depot as a fully-integrated software platform that provides comprehensive management solutions for independent financial advisors, giving them the same instruments that institutional advisors have. The suite of 13 integrated business development and client relations programs will enable advisors to more efficiently manage and build their business, effectively communicate with their current and potential clients, and get access to detailed financial modeling and tracking systems.

“Independent advisors are at a disadvantage because they don’t have the support staff, marketing tools or sophisticated client management services that large brokerage firms have access to,” stated James McKie, CEO of Retirement Depot. “The Advisor Cloud 9 solution gives independent advisors a real competitive edge; it brings technology to the small and mid-size advisory firms that, in effect, replaces the need for ancillary staff or service providers.”

Time management and operational efficiency are the key factors for small advising firms; the more time spent on administrative functions and business development means less time servicing clients. “The reality is that many of the existing products are complicated, inefficient, or utilize non-integrated software,” said McKie. “This means advisors are typically paying for multiple, expensive, and complicated products that don’t talk to each other and don’t provide any value for the advisor’s clients. They get frustrated because there is no place else to turn. Advisor Cloud 9 was created by financial advisors for financial advisors and designed to fill the large void in technology for the independent financial professional.”

Advisor Cloud 9’s business administration tools allow advisors to spend less time managing their internal business and more time growing their business. The personalized client communications programs let advisors stay in touch with their clients, and the client investment tracking software provides a professional portfolio platform with a personalized touch. The full suite also includes sophisticated analytical such as comparative models of past performance with a forecasting capability and strategies on when to access retirement assets and in what order.

The Advisor Cloud 9 platform was also designed for versatility and scalability; the full program contains 13 software elements, but users can also select from a variety of smaller packages to meet their own individual

needs. Cost for the software program - which also includes technical services, user instruction and access to webinar training – runs as little as \$24.99 per month to \$174.99 for the full suite.

As part of the product development term, Retirement Depot tracked the progress of a test office over a five-year period in one of the worst performing markets in the nation during the severest recession in more than 80 years. After implementing the system, the test advisor found more work/life balance and a dramatic increase in revenue with expanded gross sales, and net revenue doubling to more than \$200,000.

“Advisor Cloud 9 gave him the opportunity to streamline his business operation which, in turn, enabled him to grow his client base,” said McKie. “Our software offering is easy-to-use, robust and powerful which gives advisors the time and resources to focus on what they do best: spend time with their clients,” said McKie.

### About Retirement Depot

Founded in 2006, Retirement Depot is an independent Registered Investment Advisory firm serving clients in California and the southwestern United States providing financial planning, pension consulting and portfolio management for individuals, small businesses and institutional clients. Advisor Cloud 9 was initially developed for internal use and is now being made available to financial advisors across the country.