

## **Pinnacle Advisor Solutions Announces Alliance with My Virtual COO**

Business Solutions for Advisors by Advisors: new alliance to offer advisors a unique, low-cost opportunity to understand what discrete, manageable steps can be taken in 2012 to make the business more effective.

(January 15, 2012 – COLUMBIA, MARYLAND) Pinnacle Advisor Solutions ([www.PinnacleAdvisorSolutions.com](http://www.PinnacleAdvisorSolutions.com)), a leading provider of comprehensive business solutions for emerging advisors is announcing an alliance with My Virtual COO, a leading practice management firm focused on back office solutions including evaluating, recommending and implementing custom, integrated and affordable software, processes and virtual staff. This alliance expands the back office solutions available to emerging advisors through Pinnacle Advisor Solutions.

In partnership with Pinnacle Advisor Solutions, MyVirtualCOO is now offering a unique, low-cost opportunity to understand what steps an advisor can take in 2012 to make the business more effective. This opportunity is specifically designed for (a) advisors who are unsure what operational infrastructure is most appropriate for their practice and/or (b) advisors who have already invested in operational infrastructure but do not believe they are realizing its full potential.

"In an increasingly complex and competitive business environment, strategic business planning is vital to success," stated John Hill, CEO of parent company Pinnacle Advisory Group and the newly-formed Pinnacle Advisor Solutions. "Knowing that building a business can be a seemingly daunting task, especially when advisors are already so time-constrained, working with a leader in the field to break-down the effort into manageable and affordable tasks is invaluable."

Following a 30-day engagement, MyVirtualCOO will deliver a Strategic Operational Blueprint that identifies the key operational processes; evaluate the cost-benefit of various operational structures; recommend the appropriate structure, processes and technology; determine the cost to implement; and estimate expected savings and efficiency improvements. And in order to make the Strategic Operational Blueprint an affordable first step for emerging advisors, it will be available for only \$1495 – a fee that will be reimbursed for those advisors who subsequently choose to partner with Pinnacle Advisor Solutions for its risk-managed investment solutions and strategic business consulting.

"Emerging advisors face enormous challenges", stated Jennifer Goldman, CFP®, president of My Virtual COO, "and in addressing those challenges, the first step is always the most difficult. We wanted to support the emerging advisor community by creating an offer that makes taking that first step as easy as possible so advisors can take their firms to the next level."

### About My Virtual COO

My Virtual COO is a leading practice management firm focused on back office infrastructure and operations. The team works side-by-side with the advisor and the staff to evaluate, recommend, and implement custom, integrated and affordable virtual solutions to accelerate your business's growth while you gain knowledge and insight from experts in modern business practices. ([www.MyVirtualCOO.com](http://www.MyVirtualCOO.com) )

### About Pinnacle Advisor Solutions

Pinnacle Advisor Solutions is a new division of Pinnacle Advisory Group that offers comprehensive, custom and private-label business solutions to emerging independent financial advisors who are committed to growing their firm profitably and developing the practice they always wanted. Designed by advisors for advisors, these solutions are proven in the field to (a) free advisor time to grow their firms, (b) produce alpha and reduce downside capture in volatile investment markets, (c) build equity in the business and (d) improve compliance. In addition to more than twenty-years of experience growing its own firm to more than 700 families and AUM of nearly \$1 billion, these solutions incorporate more than a year of direct interviews with independent financial advisors. ([www.PinnacleAdvisorSolutions.com](http://www.PinnacleAdvisorSolutions.com))

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