



PRESS RELEASE – FOR IMMEDIATE RELEASE

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Peak Advisor Alliance Releases Client Communication App for Financial Advisors

- *A differentiator in the client/advisor relationship*
- *An innovative solution for advisors who need efficient client communication*
- *Ability to push timely information to clients anytime, anywhere*

Omaha, NE – January 7, 2013 – Peak Advisor Alliance, the country's largest financial advisor coaching and resources program led by \$14 million, 21-time, #1 producer Ron Carson, announced today the release of a new client communication app for advisors. The web-based app is the first of its kind in the industry and is available to advisors as a new way of communicating with clients.

The personalized communication app enables advisors to reach their clients through any mobile device, giving them access to an advisor's timely content. The content is completely customizable to fit the advisors brand and communication style. The most innovative feature of the app is that it is specifically branded to the advisor's firm, giving the advisor an undeniable competitive edge to have turn-key communication with clients.

Ghost-written content includes two versions of Peak Advisor Alliance's Weekly Market Commentary, monthly articles that feature a timely industry topic, interesting facts, and trivia to keep clients engaged. The app also alerts clients when new material is available for them to see, making the communication more compelling. The spirit of creating this new tool is to bring a valued solution to the Peak Advisor Alliance membership and revolutionize the client/advisor relationship.

"We're excited to provide this new app to advisors and look forward to the increased value it brings to an advisor's clients," said Paul West, Managing Director, Peak Advisor Alliance. "The ability to push content to mobile devices gives advisors a new way to share educational content with their clients."

Peak Advisor Alliance continues to position itself as a practice management pioneer that provides the most innovative tools for advisors. The app is included with membership into the Peak Advisor Alliance program. Contact Peak Advisor Alliance for more information at (800) 514-9116 or visit www.peakadvisoralliance.com to learn more.

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About Peak Advisor Alliance

Based in Omaha, Nebraska, Peak Advisor Alliance is the country's largest financial advisor coaching and resources program. Based on the experience of \$14 million, 21-time, #1 producer, Ron Carson, Peak Advisor Alliance helps financial advisors build more profitable businesses, provide better client service, and live a principled and fulfilled life. Peak Advisor Alliance members receive one-on-one and group coaching support, various resources, strategies, systems, and tools, and an unparalleled community of top advisors. For more information please visit www.peakadvisoralliance.com.