

Advisor Focus

SEPTEMBER/OCTOBER 2011



Opportunities in Numbers

Social
Media

For the Field

Look
Then Leap

Tech Corner

Facebook
for Business

ADVISOR**FOCUS**

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STORIES FROM THE FIELD

Here's what one of our winners of the **Outrageous Success Stories** had to say about using eMoney.

“eMoney's system has allowed us to define clearly 'WilliamsWealth360,' which is our premier service of financial planning, investment management, and net worth monitoring.”

DEREK R. WILLIAMS
WILLIAMS WEALTH MANAGEMENT GROUP
BROKER DEALER — ROYAL ALLIANCE

WilliamsWealth360 and the eMoney system together have attracted millions of dollars in AUM because we are our clients' objective advisor. Retirement Income Planning is an enormous business here in Florida, and by utilizing our Wealth360 Review Process, which includes eMoney and the Income Gap Analysis, we have closed over 16 million dollars in variable annuity business and 22 million dollars in managed money, not to mention the hourly financial planning that is generated.

Recently eMoney sponsored an Outrageous eMoney Success Stories contest. Contestants were asked to share stories about how eMoney's unique features helped them beat the competition, make large product sales and win assets under management. Nearly 300 success stories were submitted by over 140 contestants. Congratulations to our four winners whose stories will be featured here in the Stories From the Field section of future issues, and thanks to all who participated.



in a nutshell

“Don’t sell this economy too short as it still
has some resilience left in it.”

- Joel L. Naroff **CHIEF ECONOMIST**

The summer is over, and I am actually thankful that is the case. Given the ugly economic growth numbers, ridiculous debt ceiling debates, an absurd debt downgrade, equity markets that rival the wildest roller coaster, European sovereign debt uncertainty, hurricanes, earthquakes and floods, it is amazing we actually survived. Despite all that chaos, I still believe a double-dip recession is not likely, though decent growth may be a while away.

Where should I start? I guess the economy is the best place. Unfortunately, it is not a pretty sight. Growth during the first part of the year was imperceptible. The first quarter expanded by a barely positive 0.4%,

while second quarter growth was just above 1%. We also discovered the recession was even deeper than originally thought, making the hole we had to dig out of truly huge. The little engine that could is having trouble making it up that mountain.

But the problems were not limited simply to economic issues. The government’s ability to pay its bills has never been questioned, and we all know the debt will be honored. Unfortunately, raising the debt ceiling, which provides the legal authority to pay the debt, is a major political football. After a contentious debate of little consequence, the rating agency S&P downgraded the U.S. debt. That was the first reduction ever and was totally

uncalled for. Indeed, the other rating agencies confirmed their ratings.

Unfortunately, the Friday night U.S. debt-rating massacre created major uncertainties in the world markets. About what I am not sure, but the existence of worried investors generally means lots of volatility, and the equity markets were rocked and roiled.

But debt, downgrades, and weak growth were not the only causes of the market instability. European sovereign debt issues continue to create angst. Europe’s difficulty developing a coordinated plan should surprise no one, but action actually is taking place. Still, the threat to European banks and those U.S. financial institutions that do business with them has been enough to tank stocks periodically.

And then there is the Fed. At its August meeting, the FOMC told the world the economy would be soft for a long time, and that rates would be kept at “exceptionally low levels ... at least through mid-2013”. That was an extraordinary statement since the Fed almost never puts a specific time frame on rate decisions. The message sent was distressing as business leaders and households were basically told to tread carefully.

If caution is what the Fed wants, that is what it got, at least when it came to job growth. Actually, the term “growth” is a misnomer as

no new workers were added to total payrolls in August. That was the first time since World War II that exactly no change in employment has occurred. Worse, both June and July’s totals were revised downward sharply, while the unemployment rate remained at a way too high 9.1%.

Last but not least was Mother Nature, who decided that it was time to hit the Northeast head on with an earthquake and a hurricane, all within a week’s time. The resultant flooding was intense, and it came right in the middle of the back-to-school shopping period.

Despite all the travails, a double-dip recession is not baked in the cake. Consumers continue to spend, as vehicle sales are holding up, and chain-store sales were solid. Lower gasoline prices are helping as well. The Institute for Supply Management indicated that the non-manufacturing segment expanded faster in August. Can the economy be falling apart if consumers are spending, the service sector is growing, and industrial production is solid? Doubtful.

Looking forward, we see that chaos has drained confidence, so growth is not likely to accelerate sharply anytime soon. However, as long as consumers continue to spend, the expansion should be able to continue long enough for the little engine to make it to the finish line.

65%

of online investors use social media sites as a source for investing tips and information.¹

70%

of ideal clients use podcasts and webinars for financial purposes.²

77%

of investors who read blogs are likely to consult them about new financial products and services.³

63%

of investors who use Twitter would pay attention to investment Tweets.⁴

22%

of investors have read or would be interested in reading a financial blog from a trusted financial advisor.⁵

Consider the Use of Social Media

Consumer trends paint a clear picture about the importance of social media marketing.

The number of clients who turn to the Internet for news, tips and advice grows daily. Make sure you are there to greet them. Make digital media part of your comprehensive marketing strategy.

Source: ¹BMO InvestorLine Study: Online Investors Flocking to Social Media Platforms for Advice, BMO Financial Group. ²Internet Research Enhances Advisor Relationship, Spectrem's Millionaire Corner, 7/11/11. ³Social Media and the Investor, The Spectrem Group, 05/04/10. ⁴Ibid. ⁵Spectrem Group survey of approximately 2,500 affluent and wealthy investors; May/June 2011.

What did you do before you became an advisor?

Before I became an advisor, I worked at a financial institution as a phone representative providing investment guidance for their high-net-worth clients. As I developed strong relationships with clients, I knew I had to become an advisor if I wanted to make a greater impact on people's lives.

What job would you be doing if you weren't an advisor?

I would absolutely love to be teaching financial management as well as doing inspirational speaking to audiences from first grade through college. Never tell a young person something cannot be done. God may have been waiting centuries for someone ignorant enough of the impossible to do the so called "impossible."

What was the single business decision that had the most impact on your success or the success of your practice?

My determination to become a good listener and never stop being coachable. If I am not listening, I stop receiving feedback, and without feedback I stop learning and growing.

What do you like to do in your downtime?

I have an amazing wife and an eleven-month-old daughter whom I absolutely love and with whom I adore spending time—no matter what we're doing. I like to keep growing and developing myself through self-improvement and success books, CDs, seminars, or any other source from which I can learn. Volunteering for charities involving dogs or children is also very dear to my heart. Other activities I enjoy are playing ice hockey, wakeboarding, snowboarding, backpacking, rock climbing, sky-diving, or any sort of adventure sport.

*Where do you go for ideas?
(For example, do you rely on particular books or online resources?)*

My key to ideas is having an open mind and learning something from everything I do, anyone I talk with, and anything I read. Authors like Dr. John C. Maxwell, Napoleon Hill, and Og Mandino also stimulate my thinking, as do publications like *Success Magazine*.

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Gain exposure, strengthen your practice, and share your expertise. Email us at advisorfocus@emoneyadvisor.com and your information will be sent directly to our editors.





PRACTICE HISTORY

Exit & Retirement Strategies, Inc. (ERSI) has been in business since 1972. In the early years the firm focused on life insurance and exit planning for business owners. Over the past 15 years the business has expanded and become a full wealth-management office.

**TARGET MARKET/
SCOPE OF SERVICE**

ERSI's niche market is business owners. We provide a comprehensive wealth-management experience, including exit planning, executive benefits, insurance, retirement-income planning, and estate planning.

SIGNIFICANT BUSINESS DECISION

In our wealth management practice, ERSI noticed a substantial increase in referrals and AUM when we provided clients with a detailed menu of services that helped define when and about what they would be contacted throughout the year.

CORPORATE CULTURE

ERSI focuses its employees on communication and teamwork.

SETTING THE PRACTICE APART

We are goal-based financial planners who focus on the intricacies of each family's or business's unique challenges and opportunities. We schedule meetings with specific themes for our clients, an approach that allows them to have a comprehensive view of their financial pictures.

ADDRESSING INDUSTRY CHANGES

With eMoney we are able to access a client's entire financial picture. This allows us to know what is going on with each client's finances, including both the assets we manage and the outside assets we don't.

BEST PRACTICES

Because our client segmentation and menu of services allow us to determine what we can provide for each specific client, we are able to provide our clients with a service level that meets their needs and exceeds their expectations.

WOULD YOU LIKE TO BE FEATURED IN A FUTURE ISSUE OF ADVISORFOCUS?

Gain exposure, strengthen your practice, and share your expertise. Email us at advisorfocus@emoneyadvisor.com and your information will be sent directly to our editors.



LOOK THEN LEAP:

Lay the Foundation for Social Media Marketing

"Diving into social media without a strategy in place is the best way to set your (firm's) efforts up to fail. Without a strategy, you are basically trying to navigate a huge sea without a compass..."

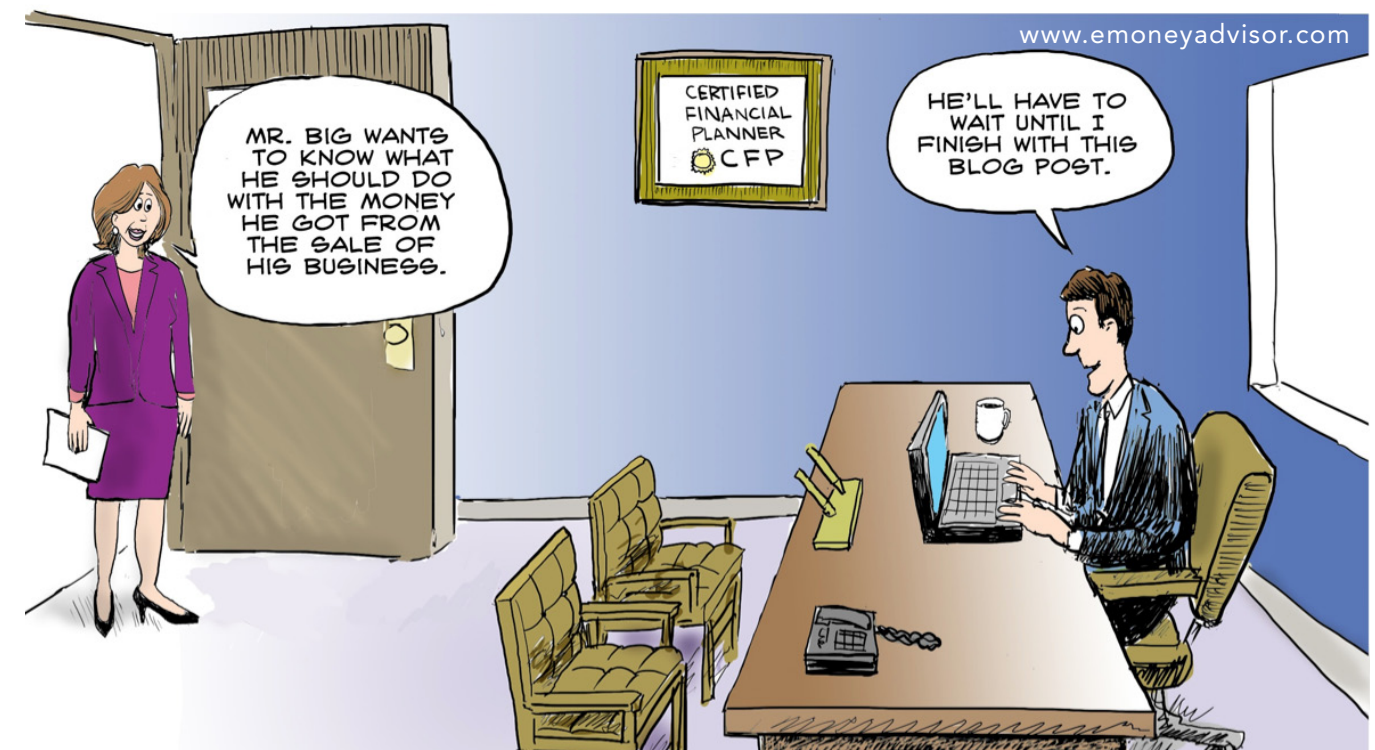
— Liana Evans

Social Media Marketing: Strategies for Engaging in Facebook, Twitter & Other Social Media

Social media marketing requires commitment and discipline. Activity must be deliberate, have impact, and be constantly evaluated for effectiveness. It is crucial that you also integrate it with your overall marketing efforts.

Here are some preliminary steps you can take today that will lay the foundation for future social media marketing efforts:

- **Monitor your own online habits.**
What gets your attention? What do you automatically delete? Which links do you open and why? Were you attracted by a catchy headline? Was the subject matter important to you? Did the topic involve a personal or professional connection, or an issue that affects your community or family? When you learn to detect hooks, it is easier to devise them.
- **Monitor others.**
There are many advisors who engage in social marketing and make use of resources, such as AdvisorTweets.com, that aggregate the tweets of financial advisors who use Twitter for business purposes. Follow them. If you know of any other advisors who are on Facebook, become their friends. Get connected on LinkedIn. Find out what they are talking about. Note the frequency and depth of their messages and which ones resonated with you and their other followers.
- **Update your profiles.**
For starters, develop profiles on LinkedIn, Facebook and Twitter. Make sure your profile is consistent and detailed enough to make a positive impression on readers. Post your picture, upload your logo, and make sure your website link works.
- **Interact.**
Post comments on other blogs. Respond in writing to articles. Present your perspective. At a minimum, endorse or "like" articles or items that reflect your views on financial or economic issues.
- **Shore up your website.**
All social media marketing roads lead back to your website. If your future blogs, tweets, and Facebook posts do their jobs, readers will be drawn to your website to validate your credentials and get to know you better. Make sure it is current and represents you well.



Check Out These Resources:

- Webvisor: The Financial Advisor's Guide to the Internet, Bart Wisniowski & Jason Lindstrom
- 301 Ways to Use Social Media to Boost Your Marketing, Catherine Parker
- Social Media Bootcamp, offered by FinancialSocialMedia.com

EMONEY ADVISOR WOULD LIKE TO INTRODUCE YOU TO OUR DATA SERVICE SUPPORT NEWSLETTER.

Data Service Support, the department within eMoney that handles connection development and connection console maintenance, is now committed to communicating recent developments and projects concerning your eMoney connections. Highlighted features will include new connections, enhancement of existing connections, updates on current issues, as well as valuable best practices.

ADVENT, PORTFOLIO CENTER AND CENTERPIECE UPLOAD

eMoney DSS recently implemented a new way to receive your account data from performance reporting and portfolio accounting systems such as Advent, Portfolio Center, and Centerpiece.

Your operations manager can now upload your accounts from your portfolio accounting system directly to eMoney, and the system will automatically update all your clients' accounts and websites.

To get started search for the connection by name in the connection console, and follow the New Subscriber instructions to request access to the Upload Center. Once the connection is made, the most recent values for accounts will update at your office's discretion.

Note: Accounts with Advent, Portfolio Center and Centerpiece will be imported into eMoney using the Group-Manage feature. Group-Managed connections are the preferred way to incorporate your book of business into eMoney Advisor. We will always attempt to create new connections as Group-Managed feeds based on the financial institution's willingness.



NATIONAL FINANCIAL SERVICES FEEDS

Working directly with National Financial Services, eMoney DSS has created an alternative method to connect your managed assets and products.

If your broker dealer has a relationship with NFS, you may be able to have a direct feed made for your office in weeks, free of charge.

Contact your back office and see whether you are able to receive sponsorship from NFS. If sponsorship is possible, you will be given the name and direct phone number of a technical representative with your broker dealer. Forward the representative's contact information to DSS@emoneyadvisor.com, and Data Service Support will establish the feed.

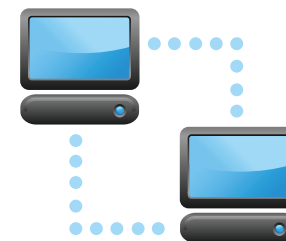
Once your data are available, the connection will be an easier-to-manage, Advisor Group connection, capable of handling each client's account and locating information in one place. Data providing current account values are updated each week night from NFS, giving your clients an up-to-date snapshot of their accounts.



CONNECTION DEVELOPMENT INQUIRIES

Data Service Support has updated and simplified its Connection Development Inquiry procedure. There are now two forms to choose from when making requests, the Priority Form and the Suggestion Form. Here are the differences:

- The Priority Form means you are agreeing to a one-time development fee of \$750. This fee guarantees that your financial institution will be added as a source within an 8 – 10 week period.
- The Suggestion Form allows you to request that we add your institution as a source. Submitting this form does not guarantee your source will be added, but should it become available in the future, we will notify you, using the contact information entered on the form.



Facebook

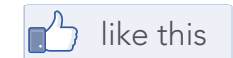
for business



<https://www.facebook.com/business>

About

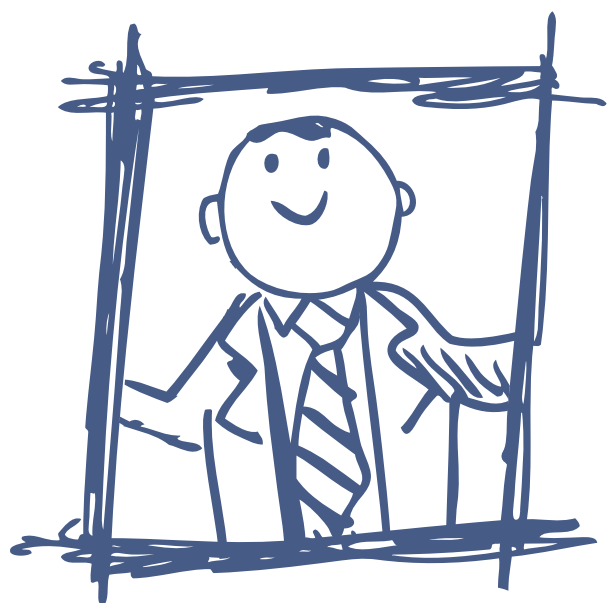
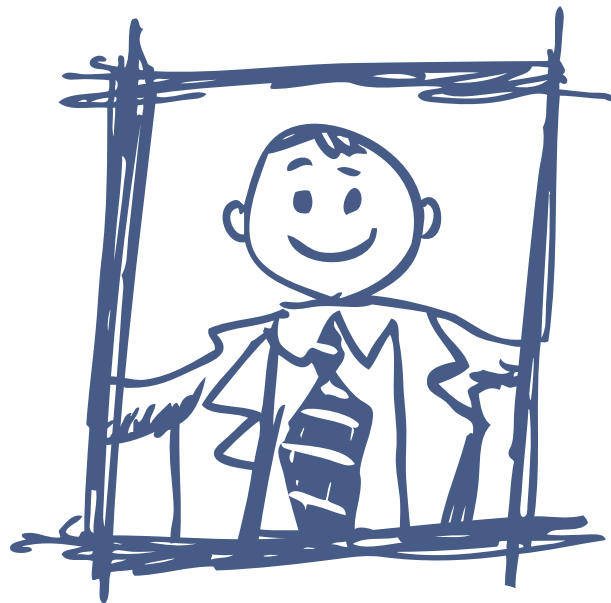
"The world has gone social.
Be part of the conversation."



Wall

Share: **Post**

Facebook has recently launched an online portal aimed specifically at small and medium-sized businesses looking to expand the promise of social media platforms and create rich social experiences, build lasting relationships, and amplify the most powerful type of marketing. The new portal gives directions on such things as how to set up a profile page, create ads, and interact with customer feedback online. |



Highlighting how businesses can take advantage of the existing Facebook, "Facebook for Business" was launched just days after businesses complained about Google's launching their own social media giant, "Google+", which not only ignores the needs of corporate users, but also currently disables company profiles.

A Facebook presence can have a lot of business potential, but how do you get started? First we should explain what a Facebook business page really is. At the most basic level, it's a profile of your company or service. In that sense it's quite similar to a personal profile, only instead of being a person, you're referred to as a page as you interact with the Facebook site.

Ultimately, the goal of your page is to increase revenue. The more people you can engage and get interested in your business, the more likely such an increase will occur. Facebook for Business is a stellar addition that has been launched at just the right time, while Google is still trying to figure out how business profiles might work on Google+ network. By promoting its products and services on the World Wide Web in a new feature like "Facebook for Business," Facebook has not only demonstrated both imagination and resourcefulness, but also opened new and exciting windows for businesspersons.

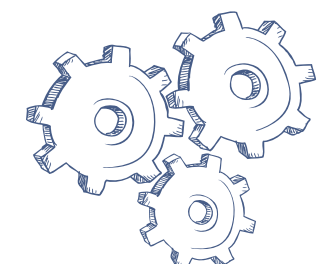
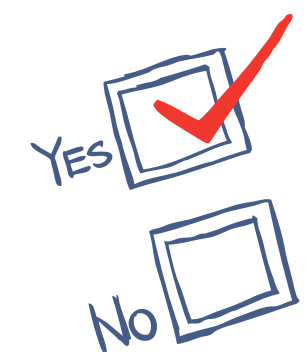
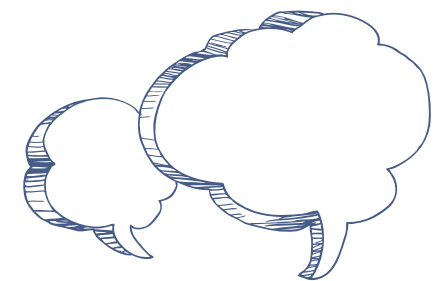
Create a Fan Page: If you already have a personal account, you can create a business page from that account. If you'd rather not tie the site to one person, you can also create a profile based on a position in the company. Once you've established your page, you'll want to spice it up and sell it. Be sure to add a few photos and a logo to your page to make it visually interesting. Some things, like a vanity URL (facebook.com/yournamehere), can be created only when you have at least twenty-five fans.

Advertise to Your Fans: What good is your business page if nobody knows about it? It's time to tell the world -- or at least your corner of it -- that you're ready to interact. Fortunately, Facebook offers ways to define that world and engage potential customers: post advertisements, update your status regularly, hold a contest, give away coupons, even tag other businesses in your posts. Ask friends and family or loyal customers to 'like' your page to get the ball rolling.

Make the Page Engaging: Don't forget to link to your business page from your main website. Same goes for your blog, LinkedIn, or other online websites you might have related to your business. Invite people to join in the discussions and take advantage of the special deals of your new Facebook presence. Try adding apps, creating a launch page, and other unique features to keep your viewers interested.

Control Your Exposure: A few checkboxes let you determine the kind of content users can post, and whether they can post at all. You can also choose what key words will block a comment entirely. Facebook doesn't let you monitor posts, so handling negative comments is a tricky situation. Ultimately it's up to you to decide how to handle suggestions, feedback, and negative comments.

Get Results: Facebook provides something called Facebook "insights" to compile and display these numbers. The easiest way to use this free service is to click on the "insights" menu option on the home or profile page. This dashboard provides basic data about new and total users who have interacted with your page.



Our **eMoney** Story

eMoney serves thousands of leading financial advisors. We track hundreds of billions of dollars in assets for hundreds of thousands of clients, every day. Our software provides a window for both advisors and clients to see a complete view of how they are doing at any time, from anywhere.

Sound great? It is.

Built by advisors for advisors, eMoney's top rated* technology helps advisors deepen client relationships, increase assets under management, identify new opportunities and differentiate services for a competitive advantage. eMoney is staffed with financial experts, IT superstars, customer service professionals and creative marketing designers. We work as your silent partner to provide you a consolidated data platform to grow your practice and innovative marketing materials to connect with your clients.

* The Forrester Wave™ Vendor Summary

* Retirement Income and Distribution Planning - Celent



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