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**Scherrer Resources, Inc. releases new feature-loaded Advisor’s Ally Version 1 – Practice Management Software for Investment and Wealth Managers**

**Philadelphia, PA** (June 10, 2011) Scherrer Resources, Inc., the information technology solutions specialists for advisors, brokerage and banking for over 25 years announced today the release of version 1.0 of its premier *Advisor’s Ally* software to broaden the range of client relationship management and practice management features available on advisor desktops.

Scherrer introduces its new evolutionary Advisor’s Ally™ application, the newest LAN and desktop software technology available for fee-based advisors. Advisor’s Ally™ is an affordable CRM and practice enhancement platform designed for advisor teams seeking to buy rather than build this powerful desktop application. Some benefits derived from implementing Advisor’s Ally for investment advisors and their assistants include: lower cost of technology management, improved team collaboration, increase assets under management (AUM), centralized document management, compliance regulations and easy cross-selling tools for opening more accounts.

*Advisor’s Ally v1.0* is a PC software application for PC or firm-wide installation. Advisor’s Ally *v1.0* retains the popular features of the firm’s Broker’s Ally, which was first created in 1984 and subsequently became the most frequently used client management tool for retail brokers. The new Advisor’s Ally v1.0 includes over 120 new features with focus on practice management and client and prospect profiling. The *Advisor’s Ally product* is available for a quarterly fee which includes software updates, service availability and technical support to help advisors grow their business. Pricing is a sliding scale based on number of team members in the group. The product focus is contact management, marketing management, fee-based contract templates, and portfolio reporting and asset tracking.

##### Advisor’s Ally Features include:

* Contact screens for all household, institutional and high-net worth clients
* E-mail broadcast function to multiple contacts and groups
* Easy network control function for system administrators
* Recurring Activities can be scheduled quickly; daily, weekly, monthly, quarterly
* Proposal Activity Type added to manage proposals
* Attachment function to attach files to the notes of contact records
* Reports to expand management view of data

Founded in 1985 by James Scherrer to focus on the customer management market using its proprietary “Ally” brand of client/server software, Scherrer Resources, Inc., is now a leading provider of contact relationship management (CRM), practice management (PM) and on-demand relationship management solutions. Additional information found on the web at [www.AdvisorsAlly.com](http://www.AdvisorsAlly.com).

Going beyond traditional contact management and sales tracking approaches, Scherrer’s key products includes Web AllyTM and its current client/server products; Broker’s Ally™, Sales Ally™, and Advisor’s Ally™, and the contract development and support services surrounding them. Broadening the product mix is Recruiter’s Ally, a complete broker/dealer SaaS recruiting platform. These solutions provide the visibility, insight and business process control required to maximize sustained value from enterprise relationship management. Large enough to help customers attain customer and stakeholder management success worldwide, yet nimble enough to provide individual attention and remain focused on customer priorities.

Scherrer Resources, Inc. provides financial services solutions to more than 500 of the world's leading investment and financial institutions, including many of today's most influential and innovative organizations. Partners include: BONY Pershing LLC, Thomson Reuters Beta Systems, Financial Times- Interactive Data (FT-ID), CIBC, and Morgan Stanley among many.

Scherrer Web Ally solutions are tailored to retail advisors, broker/dealers, clearing firms, and bank relationship managers. Their customer-base looks to Scherrer's proven solutions as a means to strengthen relationships with its most valued customers; generate additional revenue opportunities and gain competitive advantage in today's fierce and fast-moving investment market.

Scherrer’s talented team helps to lead global companies and mid-market enterprises to move their relationship management efforts to the next level through an optimal blend of software, comprehensive services, and deep category knowledge and domain expertise. Its comprehensive, global solutions and "Ally" brand include Customer Relationship Management (CRM) and eBusiness applications, server and database management. To learn more, visit [www.AdvisorsAlly.com](http://www.AdvisorsAlly.com) and [www.Web Ally.com](http://www.WebAlly.com) for enterprise, web hosted CRM deployments.

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