

## **Excella Launches Advanced Practice Management Program: AdvisorPower Business Building Toolkits<sup>SM</sup>**

### **Tools for Asset Management Firms and Brokerage Firms to Grow Their Business with Financial Advisors**

BOSTON, September 14, 2009 — Excella today announced the official launch of AdvisorPower Business Building Toolkits<sup>SM</sup>, a series of actionable educational guides and workbooks designed to empower financial advisors with institutional-quality expertise and help them grow and manage a thriving practice. The toolkits are available for institutions who offer investment products and services to financial advisors to deliver as a value-added offering to their top prospects and existing advisor clients.

Through the AdvisorPower Business Building Toolkits, financial advisors immediately leverage Excella's decades of success delivering solutions to leading high-net-worth and institutional investment firms.

At the same time, financial institutions delivering the toolkits benefit in four important ways:

1. Increasing their brand recognition among a broader audience of advisors
2. Building a larger and more loyal base of clients
3. Enhancing their reputation as providers of actionable education that helps advisors achieve profitable growth
4. Delivering these solutions in a cost-effective manner

"Asset management firms and financial intermediaries have repeatedly asked for Excella's help in providing them with advanced practice management solutions that they may deliver as a value-added offering to advisors," said Ani Yessaillian, principal and founder of Excella. "We closely evaluated the needs of the entire marketplace, the leading institutions and the financial advisors they serve to develop this offering."

There are three easy ways for financial institutions to deliver the toolkits to advisors:

1. Email the PDF toolkit to their top prospects and clients
2. Post the toolkit on their firm's password-protected "advisor only" Internet site
3. Deliver a printed copy of the toolkit during one-on-one meetings with advisors

"This is a practical and cost-effective way for institutions to build their brands and grow their relationships with top prospects and clients," said Ani Yessaillian. "With our program, institutions have an opportunity to build an online library of actionable and sophisticated education."

The first Business Building Toolkit available to financial institution and advisors is entitled "Building a Powerful Platform for Growth: Ten Steps to Cultivate Center-of-Influence Relationships." Additional toolkits are planned for early 2010.

**About Excella**

Excella is the proven catalyst for breakthrough growth in the high-net-worth and institutional marketplaces, providing strategic marketing and custom solutions that lead to one all-important business end: results. Led by founding principal Ani Yessaillian, Excella's team of experts has an established track record of helping institutions of all sizes reach their growth potential. For more information about Excella, visit [www.excellamarketing.com](http://www.excellamarketing.com).

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