



VSR Financial Selects IPS AdvisorPro® For Investment Planning Technology

~ Innovative Platform Will Provide VSR's 200+ Advisors with Web-based Tools for Creating Investment Policy Statements

Miami, FL and Overland Park, KS – August 26, 2009. VSR Financial Services, Inc. announced today the selection of IPS AdvisorPro® to provide their over 200 financial advisors with advanced investment planning tools for developing Investment Policy Statements (IPS).

“The use of IPSs has become more than just a “best practice” in the industry,” said co-founders Norm Boone, MBA, CFP® and Linda Lubitz-Boone, CFP®. “In today’s environment, disclosure and transparency are becoming increasingly important and the IPS becomes the go to document and record of the agreements between advisor and client about how their money will be invested.”

As part of the arrangement, financial advisors affiliated with VSR will have access to preferred pricing, education and training on customizing and using comprehensive IPSs in their practice.

“We’re very excited to be able to enhance our offering to our financial advisors and their clients through the online technology of IPS AdvisorPro®,” said Chatten Scruggs, SVP Technology, of VSR Financial Services, Inc. “We take a long term, thoughtful approach to providing financial services and the use of IPSs is a critical aspect of that delivery. We look forward to streamlining that process and making it an easy step for our advisors through IPS AdvisorPro®.”

About VSR Financial Services, Inc.

VSR Financial Services is a full-service securities broker/dealer founded in 1985. VSR’s focus is on the long-term strategies and products designed to change visions into reality. By design, VSR is a small firm providing individualized service and support. VSR is not transaction-oriented and offers no proprietary products. The highest priority is building and maintaining long-term relationships. Through a network of more than 250 representatives, VSR represents over 80,000 client accounts throughout North America and has invested annually some \$5 billion on their behalf.

About IPS AdvisorPro®

Created by financial advisors for financial advisors, IPS AdvisorPro® is designed to work with all types of wealth management professionals and their practices. IPS AdvisorPro® offers a flexible solution to creating and managing Investment Policy Statements that are easy to use through an encrypted, secure web-based environment. With over 1,000 users and 17,000 IPSs created, IPS AdvisorPro® is the industry's leading technology solution. IPS AdvisorPro® was named in 2006 by Morningstar as the "Software of the Year" and was a CPA Wealth Provider "Financial Planning Awards Winner" in 2009. For more information, please visit www.IPSAdvisorPro.com

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