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NEWS RELEASE

TD AMERITRADE ROLLS OUT VALUATION TOOL FOR CUSTODY CLIENTS

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Custody provider TD Ameritrade Institutional is offering its registered investment adviser clients access to an online tool for gauging the market value of their businesses.

TDAI's Valuation Analyzer is meant to help independent advisers gear up for business transitions such as buying or selling a business, merging with a partner and configuring equity incentives, according to **Echelon Partners**, a Los Angeles based investment bank that developed the tool.

Rule-of-thumb valuations -- like the idea that a typical RIA practice is worth two to three times its annual sales -- crumble in the face of variations stemming from things like practice and average-relationship size, geographic reach and the age and the standing in the community of a given business.

"With the average age of an [RIA owner] over 50, and many nearing retirement, there is more demand from advisers to get a better sense of the value of their firms," Echelon Partners chief executive **Dan Seivert** said in a press release. "The Valuation Analyzer arms advisers with information to help evaluate and maximize the value of their firm so they can position themselves to take advantage of potential inorganic growth opportunities,"

TDAI, part of TD Ameritrade Holding Corporation (AMTD), provides custody, brokerage and other support services to about 4,000 independent RIAs.

ABOUT ECHELON PARTNERS

ECHELON Partners (ECHELON) was formed in 2001 to offer investment banking and consulting to a subset of the financial services industry known as "investment product developers and distributors" (IPDADs). Since that time, ECHELON's professionals have helped hundreds of senior executives envision, initiate, and execute a multitude of complex business strategies and transactions. ECHELON's business is making companies more valuable through delivering advice and orchestrating transactions. Accordingly, ECHELON measures its success in the enterprise value it creates for its clients. Companies that strive to outperform their peers choose to work with ECHELON because we are as passionate about their results as they are.

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