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NEWS RELEASE

TD AMERITRADE LAUNCHES M&A GUIDEBOOK SERIES FOR ADVISORS

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TD Ameritrade Institutional today launched an educational series to support participants in AdvisorLink, its matching service for advisors who are in the market to buy, sell or merge their practices, the company announced.

The series will consist of five books that discuss various aspects of the merger and acquisition process. First up is the 40-page "How-To Guide on Buying," which details a seven-step buying process, points on preparing a practice for a consolidation, the due diligence process and pointers on closing the deal. That guide will be followed by texts on valuation, succession planning, continuity planning, merging and equity sharing.

TD's initiatives are timely, considering that the registered investment advisory channel is headed for consolidation in the near future, says Chip Roame, managing principal of Tiburon Strategic Advisors, of Tiburon Calif. "All of the custodians are making moves into the M&A matchmaking business," Roame said. "The custodians are motivated to help sellers find buyers who will keep the assets at the custodian." M&A activity will increase as baby boomer registered investment advisors reach retirement age and as younger advisors combine practices to save costs. Tiburon predicts that there will be 112 M&As among fee-based financial advisory firms in 2012, up from the 81 that were done in 2007.

Echelon Partners, a Manhattan Beach, Calif.-based investment bank that specializes in wealth management firms, teamed up with TD to facilitate the AdvisorLink program and prepared the texts.

AdvisorLink was launched in April. "The program teaches advisors how to go out and mine opportunities," Brian Stimpfl, a managing director of advisor advocacy and industry affairs for TD Ameritrade Institutional said earlier today.

For further details on AdvisorLink and the educational series, advisors can send requests to: institutionalsales@tdameritrade.com, or call 1-800-934-6124.

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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