



## AdvisorOne.com Introduces New Practice Evaluator Tool

The Business Evaluator Guides Financial Advisors through Career Option Scenarios

NEW YORK, June 7, 2011 /PRNewswire/ -- Summit Business Media's AdvisorOne.com announced today the introduction of its newest online tool, the **Business Evaluator**. Created in partnership with ActiFi, the world's leader in scalable practice management software, the Business Evaluator guides financial advisors through an intuitive process that produces unique recommendations with regard to an advisor's individual career objectives, and possible practice business models.



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"AdvisorOne's mission is to provide financial advisors all the news, in-depth analysis, market data and tools to help them transform their practice," said Andrew Sonnenberg, group publisher of **AdvisorOne**. "The Business Evaluator fits that mission and enables advisors to make the best decisions possible as it relates to their business goals."

Business Evaluator helps advisors analyze the financial, emotional and day-to-day operational impacts involved in going independent versus other models. The tool takes current practice information—revenue mix, assets under management, number of clients, products/solutions offered, etc.—and combines it with assessments of personal motivations and traits to produce custom recommendations. Via the software's interactive features, advisors can also test the financial impacts of each option based on different assumptions and outcomes as it relates to distinct business models.

"Going independent is one of the biggest decisions an advisor may ever make," stated Spenser Segal, CEO at **ActiFi**. "There are advantages and disadvantages and determining which option is best can be complex, with a multitude of considerations. The Business Evaluator allows advisors to view and compare options, so they can ultimately make objective and informed decisions."

Business Evaluator can be accessed at <http://www.advisorOne.com/Business-Evaluator>.

### About AdvisorOne.com

AdvisorOne.com delivers content and data assets from Summit Business Media's Investment Advisory Group, including **Investment Advisor** and **Research** magazines, combined with contributions from industry experts, and relevant content aggregated daily from trusted partners. AdvisorOne.com features all the news, in-depth analysis, market data and tools advisors need to transform their business – and their bottom line. For more information, visit [AdvisorOne.com](http://www.advisorOne.com).

### About ActiFi

Founded in 2003, ActiFi is considered the world leader in developing scalable **practice management software** for the financial services industry. By implementing its proven people, process, and technology solutions based on research, best-practices, and industry benchmarks, ActiFi clients run more effective and profitable businesses. Learn more at <http://www.actifi.com>.

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