



For Immediate Release

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Trust Company of America Introduces Sales Analytics Program

Interactive sales management platform continues company's track record of providing tools that boost efficiency, providing advisors with effortless analysis capabilities over entire account base

DENVER (September 18, 2007) – Trust Company of America, provider of custody services to fee-based Registered Independent Advisors, today unveiled their new Sales Analytics management application that generates multi-faceted reports on demand, offering advisors unprecedented power to compile statistical and numerical metrics across an account base. Sales Analytics saves valuable time compiling data and running calculations. Plus the data is always up-to-date to support critical business decisions as they are needed.

Seamlessly integrated into the Trust Company custody platform, Sales Analytics is an online, interactive program that creates sophisticated analysis on over 20 critical data points at the firm, representative, and account levels. Advisors no longer need to spend hours or days exporting data and creating spreadsheet calculations to view and compare business activities and trends – Sales Analytics generates this information in seconds. Now advisors can easily monitor their growth, retention, and distribution of accounts. Advisors who have multiple client representatives or who sell through a network of outside representatives can easily identify their strongest and weakest performers.

“A comprehensive sales analysis is a powerful report for providing insight into the health of an advisor’s business. The time, energy, and resources to obtain that information can be daunting or prohibitive,” said Terry Reitan, Trust Company of America’s president and CEO. “Our Sales Analytics program can help highlight strengths, weaknesses, and emerging trends, providing an advisor with a comprehensive examination of their business – all within seconds.”

“Creating comprehensive sales reports was a difficult and time-consuming process for us in the past,” said Joanne Woiteshek of Interactive Financial Advisors. “Trust Company of America’s Sales Analytics program saves us two days of work a month and instantly allows us to analyze our account base and representative activity from angles we consider most important. The application ultimately allows us to increase our revenues by knowing where to focus our business development efforts.”

By removing the drudgery associated with compiling sales analysis reports, Trust Company of America has again developed advanced technology to make an advisor’s life easier.



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About Trust Company of America Institutional Advisor Services

Trust Company of America Institutional Advisor Services is an independent, differentiated provider of custody, trading, and back office services to fee-only Registered Investment Advisors. Trust Company Advisor Services provides unique benefits such as a state-of-the-art modeled strategies trading platform, specialized support for advisors who sell through representatives, and a flexible, complete fee management program. Trust Company Advisor Services delivers the scalability advisors need to spend less money on overhead and more time growing their business. For more information about Trust Company of America’s unique services for advisors, please visit www.trustamerica.com/investment-advisor.

About Trust Company of America

Trust Company of America is a specialized provider of custody and back office services to the financial services industry. Utilizing advanced technology and responsive client support, Trust Company services include registered investment advisor custody services, transfer agent and registrar for non-traded REITs and other direct participation programs, self-directed IRA account administration, and secure information processing. Trust Company is a privately-held company headquartered in Centennial, Colorado. For more information on Trust Company of America services, visit us at www.trustamerica.com

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