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## **TD Ameritrade Institutional Technology Tops Financial Planning's Advisor Satisfaction Survey for Third Straight Year**

*Flexibility of Veo® Open Access Helps Improve Industry-Leading Technology Satisfaction Among RIA Custodians*

**JERSEY CITY, N.J., Dec. 5, 2014** – For a third straight year, TD Ameritrade Institutional<sup>1</sup> earned the highest marks among registered investment advisor (RIA) custodians for overall technology satisfaction in *Financial Planning* magazine's annual Financial Planning Tech Survey.<sup>2</sup>

TD Ameritrade Institutional led all other RIA custodians with the highest percentage of "very satisfied" advisors at 49.4 percent, rising from 47.6 percent last year. Moreover, 96.5 percent of RIAs said they were satisfied or very satisfied, the highest combined score in the survey.

"Among custodians, TD Ameritrade Institutional still ranks No. 1 in overall technology satisfaction.... One likely reason is the success of [its] Veo open access platform: advisors clearly appreciate the range of [third-party solutions] that TD Ameritrade supports," *Financial Planning* technology columnist Joel Bruckenstein wrote in the magazine's December issue. "All of the major custodians have great technology teams, but TD Ameritrade seems to have a knack for pleasing more of their advisors more of the time."

*Financial Planning* polls advisors for their views on the technology they use, such as customer relationship management and financial planning software, and their overall satisfaction with the technology services of their custodian.

"We engage with advisors to help us build solutions that serve their needs, and they tell us they want the choice and flexibility that comes from open access technology," said Tom Nally, president, TD Ameritrade Institutional. "We're gratified to learn advisors value our approach and we remain dedicated to further improving our technology offerings, so that advisors can run their businesses more productively and deliver an even better client experience."

Through Veo® open access, more than [80 companies](#) have integrated their technology solutions with TD Ameritrade's brokerage and custody platform. Integration helps RIAs streamline routine tasks, such as opening accounts and managing client data, so that they can spend more time serving investors and seeking new business.

"One of the main reasons we moved to TD Ameritrade Institutional was their focus on technology and on making the day-to-day work of advisors and their staff easier," said Lars Phillips of Retirement Asset Management, a Bellevue, Wash.-based firm that transferred assets to TD Ameritrade Institutional in 2011. "We were a firm with the potential for serious growth, but we knew we wouldn't realize this potential if we didn't create the operational efficiencies that would let us leverage our time and resources."

This open, collaborative approach also resonates among technology firms that taken measures to integrate their applications and services with Veo and with other third-parties.

“TD Ameritrade is an industry pioneer, paving the way for an open access platform where vendors can integrate their technologies in ways that create new efficiencies and capabilities for advisors,” said Eric Clarke, chief executive of Orion Advisor Services LLC, a portfolio accounting software company. “Thanks to open access platforms, technology firms can develop integrations more quickly and create outcomes that let advisors build a better connection with clients and increase their profitability.”

Next month at TD Ameritrade Institutional’s National LINC 2015, advisors will learn more about the next generation of Veo integrated technology, one which will let RIAs consolidate all their systems and applications onto a customizable, single log-in platform accessible anywhere. The combination of Veo with electronic signature, a new end-client website and iRebal® will help advisors adapt to evolving client needs and market challenges.

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#### **About TD Ameritrade Institutional**

[TD Ameritrade Institutional](#) is a leading provider of comprehensive brokerage and custody services to over 4,500 fee-based, independent registered investment advisors and their clients. Our advanced technology platform, coupled with personal support from our dedicated service teams, allows investment advisors to run their practices more efficiently and effectively while optimizing time with clients. TD Ameritrade Institutional is a division of TD Ameritrade, Inc., a brokerage subsidiary of TD Ameritrade Holding Corporation.

#### **About TD Ameritrade Holding Corporation**

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Brokerage services provided by TD Ameritrade, Inc., member FINRA ([www.FINRA.org](http://www.FINRA.org)) / SIPC ([www.SIPC.org](http://www.SIPC.org))

<sup>1</sup> TD Ameritrade Institutional is a division of TD Ameritrade, Inc., a brokerage subsidiary of TD Ameritrade Holding Corporation.

<sup>2</sup> “Tech Survey 2015: What’s New Now?”, *Financial Planning*, Dec. 1, 2014 -- [http://www.financial-planning.com/news/technology/tech-survey-2015-whats-new-now-2691255-1.html?force\\_pg=/News/](http://www.financial-planning.com/news/technology/tech-survey-2015-whats-new-now-2691255-1.html?force_pg=/News/)

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Access to the Veo platform’s open access capabilities is provided as a service to independent advisors using the brokerage, execution and custody services of TD Ameritrade. Veo open access is an indication of potential programming compatibility. It does not imply any TD Ameritrade, Inc. recommendation of, endorsement of, warranty of, or fitness for use of any third party’s products or services. TD Ameritrade is not responsible for information, opinions or services provided by a third party. Since TD Ameritrade must ensure that all vendors meet security requirements, integration with new vendors is not immediate and cannot be guaranteed.

**Source: TD Ameritrade Holding Corporation**