



NEWS

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ByAllAccounts' Webinar to Offer Financial Advisors Tips on How to Stand out in a Crowded Space

Webinar to Feature Scott McKain, Ultimate Client Experience[®] Expert

BOSTON - November 8, 2011 - [ByAllAccounts, Inc.](#), the financial advisors' choice for [account aggregation](#), is holding a webinar with best-selling author and client experience expert Scott McKain on Tuesday, November 15, 2011. McKain will present best practices on the critical skills financial advisors need to differentiate themselves and stand out from the competition.

McKain developed one of the first online comprehensive client service programs in the financial services industry and speaks extensively on the topic of how to create the ultimate client experience. In his book, *Collapse of Distinction*, McKain takes a revolutionary approach by showing how organizations and individual professionals create differentiation in the marketplace. *Collapse of Distinction* was named one of the "Top 10 Business Books" of the year by the Miami Herald, Huffington Post, and many other major media outlets and reached the number one spot on Amazon.com's list of business bestsellers.

During the webinar financial advisors will learn:

- Why it is so difficult to stand out in today's crowded financial services marketplace
- What it takes to create a distinctive practice as a financial advisor
- How to create the Ultimate Client Experience[®]

What: **Webinar:** *Create Distinction: How to Stand Out in a Crowded Financial Advisory Space*

When: Tuesday, November 15, 2 p.m. EST

Where: To register, please visit:
<http://discover.byallaccounts.com/CreateDistinctionREG.html>

Why: Learn how to differentiate yourself and better serve your clients during these challenging times.

Watch a short 2-minute video of McKain on what to expect from the webinar by visiting <http://discover.byallaccounts.com/CreateDistinctionREG.html>.

About ByAllAccounts, Inc.

ByAllAccounts, the financial advisors' choice for [account aggregation](#) since 1999, is the only service that retrieves, enriches and consolidates reconciliation-ready account data from any custodian. ByAllAccounts' patented aggregation engine, through which hundreds of billions of dollars in assets flows daily, aggregates all client account data - from any source - within an advisor's wealth management platform or trust accounting system for a truly comprehensive view. Thousands of advisors rely on ByAllAccounts to save administrative time and costs, mitigate risk associated with having incomplete information and grow revenues through client referrals and new business development. ByAllAccounts integrates seamlessly with all of the most popular wealth management platforms. For more information, visit www.byallaccounts.com.

About Scott McKain, CSP, CPAE

Scott McKain is an internationally known expert and bestselling author who helps organizations and professionals develop a culture of distinction. He creates captivating presentations and bestselling books which clearly reveal how to create more compelling connections between you and your customers and how to stand out and move up, regardless of the economic climate in your industry.

Scott McKain's calling is business – and his passion is platform presentations. He is a unique combination of vast speaking experience and new, cutting-edge information. His presentations benefit from three decades of experience, combined with his innate talent for articulating successful ideas. McKain has spoken before, and consulted for, the world's most influential corporations. Learn more at www.scottmckain.com.

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