

**FOR IMMEDIATE RELEASE**

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## **ADVISOR SOFTWARE RELEASES IPAD APP TO HELP CONSUMERS REACH FINANCIAL GOALS**

*goalGetter Personal Finance Tool Allows People to Develop an Actionable Goal Plan*

**WALNUT CREEK, CALIF.** – September 28, 2011 – Advisor Software Inc., a leading provider of wealth management solutions for the advisor market, is pleased to announce that its new iPad application, goalGetter, is available to consumers for free in Apple’s App Store. The app will help people visualize financial goals such as buying a home, saving for college or planning for retirement.

Leveraging the goal icon “drag and drop” approach to building a lifetime goal plan introduced through Advisor Software’s goalgami personal financial management website, goalGetter also includes an actionable savings plan. After consumers drag the goal icons onto the savings timeline, goalGetter computes the affordability of the plan based on resource inputs. If a plan is not deemed affordable, goalGetter will inform the consumer how much money they would need to set aside per month in order to pay for the goal. goalGetter also utilizes a unique feature that allows consumers to adjust goals and make them fit their respective budgets.

Another feature allows consumers to email their goalGetter findings to others, such as their spouse or financial advisor, so they can work together to create a more detailed savings plan and objective. The app encourages consumers to create different future scenarios, as well as visualize how realistic it is to achieve goals and how to adjust plans to meet certain goals.

The goalGetter app builds on the success of goalgami, a goal-oriented online personal finance tool that Advisor Software launched in March 2010.

“We’re on a mission to help educate the general public about goal plans and the trade-offs and sacrifices that are necessary to achieve those goals. goalGetter is a new and interactive way for people to explore their goals and how they can make those dreams come true,” said Neal Ringquist, President and COO of Advisor Software. “It is vital for financial advisors to have applications like goalGetter and goalgami in their toolkits so they can help clients formulate the best ways to prioritize and achieve their personal finance goals.”

The goalGetter app is available through the [Apple iTunes Store](#)

For more information about goalGetter and Advisor Software, please contact Dana Taormina at 973-850-7305 or [dtaormina@jcprinc.com](mailto:dtaormina@jcprinc.com).

**About Advisor Software Inc.**

Advisor Software Inc. is a leading provider of wealth management solutions for the advisor market. The company has pioneered the first enterprise rebalancing solution and a unique goal-directed financial planning platform that combines institutional-caliber analytics and a balance sheet approach to financial planning. Advisor Software's applications are designed for a wide range of asset management firms, broker-dealers, banks, insurance companies, online brokerages and other financial institutions, enabling these institutions and their advisors to deliver more insightful, actionable investment advice and build stronger, more profitable client relationships. For more information, visit [www.advisorsoftware.com](http://www.advisorsoftware.com) or call 925-299-7782.