



## **BELLATORE DELIVERS ENHANCED PORTFOLIO MANAGEMENT CENTER**

*Firm responds to growing industry demand for more advanced and streamlined front office solutions*

San Jose, Calif., September 1, 2009—Bellatore, LLC, a premier provider of turnkey asset management services to select financial advisory businesses, has unveiled its new Portfolio Management Center, an enhanced front office platform for the firm's Bellatore Financial division. Bellatore Financial provides a comprehensive range of services that support independent financial advisors, including back office outsourcing, investment services and knowledge leadership.

Bellatore's Portfolio Management Center was developed with the industry-leading technology and services of Envestnet Asset Management, a provider of wealth advisory solutions to financial advisors. The innovative platform serves the needs of advisors on Bellatore's platform by offering a unified, user-friendly portal and more powerful features, including sophisticated proposal tools and reporting capabilities.

The enhanced Portfolio Management Center provides comprehensive tools and advanced functionality through a single gateway that includes a new, more streamlined proposal tool with program selection, investment selection and customizable features; an enhanced menu of reports; a Unified Managed Account (UMA) modeling tool to create security-level models that can be applied to one or more accounts; security-level performance; superior data integrity; and advisor and client website access.

“Our advisors seek best-in-class technology solutions to run their businesses efficiently and profitably, and we are confident that we have developed a dynamic platform that meets this need,” said Al Steele, President and Chief Executive Officer of Bellatore, LLC. “Ultimately, our enhanced Portfolio Management Center will provide our advisors with the tools and the interface to help them better serve their clients and facilitate the growth of their businesses.”

### **About Bellatore, LLC**

Founded in 2006, Bellatore, LLC delivers asset management services, investment products and business knowledge to serve the needs of independent financial advisors and their clients. Bellatore Financial provides outsourcing solutions to independent financial advisors, including investment services, back office support, the guidance of a well-respected Investment Committee and access to a high level of service and technology. In addition, select advisors who seek access to a more highly customized platform are served by the firm's Bellatore Investment Counsel division, which delivers wealth management, business consulting and succession planning services, as well as access to an exclusive advisor community. For more information, visit [www.bellatore.com](http://www.bellatore.com) or contact:

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