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eALLOCATOR REBALANCING SOFTWARE

TO BE EXHIBITED AT T3 TECHNOLOGY TOOLS FOR TODAY CONFERENCE Feb., 17- Feb., 20, 2010

Denver (FEBRUARY 17, 2010) — **eALLOCATOR** portfolio management and rebalancing software will be exhibited by [Joel Javer, CLU, CFP®](#), a principal of Denver-based financial planning firm Sharkey, Howes and Javer, at the T3 Technology Tools for Today Conference in La Jolla, CA Feb., 17-20, 2010. The conference, in its fifth year, offers technology-related information pertinent to financial services professionals. Joel Javer, who has been advising clients and re-balancing investment portfolios since 1985, helped develop **eALLOCATOR** portfolio management and rebalancing software in response to the time consuming task of manually rebalancing client portfolios for the rapidly growing firm that he co-founded twenty years ago.

Javer is one of three panelists participating in the conference break-out session, *What's New in Rebalancing Software*, on Fri., 2/19, from 12:45pm to 1:45 pm. Javer will share his personal story about developing **eALLOCATOR** and discuss how he would set up and train other advisors to replace their rebalancing spreadsheets with automated rebalancing software.

"About ten years ago I had become frustrated with the time and energy that my partners, our staff and I, were spending on manually rebalancing client portfolios. I knew that if we developed software that would automate the task, that we would reduce errors, improve efficiency and have more time for our clients", said Joel Javer, the financial advisor that helped develop **e-ALLOCATOR**.

Javer uses **eALLOCATOR** daily in his financial advisory firm, [Sharkey, Howes & Javer](#), which serves 1,000 clients. **eALLOCATOR**, now in its third edition, is available for purchase by advisor firms at the affordable price of \$5,000. "We are sharing **eALLOCATOR** with other advisor firms because it can improve their accuracy and service which will ultimately benefit our entire industry. We will never eliminate educated personnel who perform portfolio management, but **eALLOCATOR** can dramatically improve efficiency and allow us, as advisors, to be more focused on our clients and less focused on their portfolios".

eALLOCATOR was developed by Sharkey, Howes & Javer and is used in the portfolio management of their business as a nationally recognized financial planning and investment services firm. To learn more about **eALLOCATOR**, visit [eALLOCATOR.net](#), e-mail joel@eALLOCATOR.net or contact Joel Javer, CLU, CFP®, [Sharkey, Howes & Javer](#), located at 720 S. Colorado Blvd., Denver, CO 80246. Telephone: 303-639-5100 / toll-free: 800-557-9380.

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