



**FOR IMMEDIATE RELEASE**

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**Financial Advisor Education, To Be Continued...for Free**

*TD Ameritrade Institutional offers over 150 Free Continuing Ed Courses through The College of Financial Planning*

**Jersey City, N.J. June 16, 2011** – Financial advisors keep costs in check, stay current and remain competitive with access to over 150 free Continuing Education (CE) courses. Advisors who custody with TD Ameritrade can now earn College for Financial Planning (“The College”) CE credits at no charge and receive professional designation tuition discounts thanks to TD Ameritrade Institutional, a division of TD Ameritrade, Inc., a subsidiary of TD Ameritrade Holding Corporation (NASDAQ: AMTD).

Advisors save time and money with convenient online courses available through TD Ameritrade Institutional’s Advisor Education portal. “TD Ameritrade Institutional’s Advisor Education offering can save me most of my budget for continuing education for myself and my employees. Free CE credit and discounts on various certifying programs are a big deal in today’s competitive environment,” says Jonathan Krasney, President and Chief Compliance Officer at Krasney Financial LLC.

Free CE credits and discounted tuition is available from The College for professional designation programs including:

- Accredited Asset Management Specialist<sup>SM</sup> (AAMS<sup>®</sup>)
- Accredited Domestic Partnership Advisor<sup>SM</sup> (ADPA<sup>SM</sup>)
- Accredited Portfolio Management Advisor<sup>SM</sup> (APMA<sup>SM</sup>)
- Accredited Wealth Management Advisor<sup>SM</sup> (AWMA<sup>SM</sup>)
- CERTIFIED FINANCIAL PLANNER<sup>™</sup> or CFP<sup>®</sup> certification
- Chartered Mutual Fund Counselor<sup>SM</sup> (CMFC<sup>®</sup>)
- Chartered Retirement Plans Specialist<sup>SM</sup> (CRPS<sup>®</sup>)

“It’s a crowded market place and professional designations can further an advisor’s knowledge about the industry,” said Tess Kristensen, Senior Manager, Advisor Education, TD Ameritrade Institutional. “With free CE credits on the Advisor Education Web site, advisors simply log on, from anywhere, anytime and it doesn’t cost a cent. That means advisors can have more time to spend with clients and more money to invest in business growth activities like marketing and professional development.”

The Advisor Education offering is accessed through Veo<sup>®</sup>, TD Ameritrade Institutional’s platform for independent advisors. The online education content is designed to help advisors enhance their expertise and develop the skills and talents of their key employees. The portal offers a wide array of free third-party educational and training programs in areas such as: Investment and Planning Strategies, Practice Management and Regulatory Affairs and Technology. Content is available in variety of formats including whitepapers, webcasts and interactive presentations.

“Advisors need continued education to increase their industry knowledge and potentially add value for their clients. However, many advisors have multiple designations and need an efficient way to access courses,” said Kristensen. “By bringing comprehensive tools and content all together in one place, TD Ameritrade Institutional demonstrates a commitment to helping advisors save time and get access to quality industry education.”

For more information, please contact TD Ameritrade Institutional at 800-934-6124 or email [institutionalsales@tdameritrade.com](mailto:institutionalsales@tdameritrade.com).



*TD Ameritrade, Inc. is separate from and not affiliated with The College for Financial Planning, and each is not responsible for the policies or services of the other.*

### **About TD Ameritrade Institutional**

TD Ameritrade Institutional<sup>1</sup> is a leading provider of comprehensive brokerage and custody services to over 4,000 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.

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

For more than 36 years, TD Ameritrade Holding Corporation (NASDAQ: AMTD) has been in the business of serving individual investors – either directly or through a network of independent registered investment advisors. Through its brokerage<sup>2</sup> and education<sup>3</sup> subsidiaries, TD Ameritrade combines innovative trading technology, easy-to-use [trading tools](#), investment services and education, and superior client service to create a market-leading financial services experience. Home to *Kiplinger's* #1 online broker,<sup>4</sup> *Barron's* #1 online broker for "Options Traders",<sup>5</sup> TD Ameritrade provides millions of retail investors, traders and independent registered investment advisors with the tools, service and support they need to help build confidence in today's rapidly changing market environment. For more information and resources for journalists, please visit the TD Ameritrade [newsroom](#) at [www.amtd.com](http://www.amtd.com).

<sup>1</sup>TD Ameritrade Institutional, Division of TD Ameritrade, Inc., member FINRA/SIPC/NFA.

<sup>2</sup>TD Ameritrade, Inc., member FINRA ([www.FINRA.org](http://www.FINRA.org)) /SIPC ([www.SIPC.org](http://www.SIPC.org)) /NFA ([www.nfa.futures.org](http://www.nfa.futures.org)), and TD Ameritrade Clearing, Inc., member FINRA/SIPC.

<sup>3</sup>Investools, Inc. is an education subsidiary of TD Ameritrade Holding Corporation. Investools does not provide financial advice and is not in the business of transacting trades. Investools, Inc. and TD Ameritrade, Inc. are separate but affiliated companies that are not responsible for each other's services or policies.

<sup>4</sup>TD Ameritrade was ranked #1 and received an overall score of 5 stars (tied for first place with one other broker), in the Kiplinger's Online Broker Ratings, *Kiplinger's Personal Finance*, 02/2011. Fourteen brokers were rated in the categories: Costs, Web site usability, Investment choices, Customer service, and Research and tools.

<sup>5</sup>TD Ameritrade was awarded an overall 4 ½ out of 5 Stars and was named "Best for Option Traders" in *Barron's* 2011 Online Broker Survey, 03/2011. TD Ameritrade also received the highest rating, 4 ½ out of 5 stars, in the "Best for Long-term Investing" category, sharing that rating with only one other broker. TD Ameritrade was evaluated versus 23 other online brokers in eight total categories, including trade experience, trading technology, usability, range of offerings, research amenities, portfolio analysis and reporting, customer service and education and costs. *Barron's* is a registered trademark of Dow Jones & Company © 2006-2011.

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