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U.S. Retirement Partners Launches New Website and CRM

ISELIN, N.J., May 24, 2010 – U.S. Retirement Partners (USRP) has launched a fully interactive website and a new Client Relationship Management (CRM) System for their Advisors and Partner Firms. Assisting USRP in these efforts are three companies; CentreTek for project leadership/graphic art, Deepend of New York, NY for website design; and GWN Securities, Inc., for technical support.

Through a single sign-on portal USRP Advisors and Partner Firms have access to a robust set of web-based business tools. Some of the Advisor tools include:

- Compensation and Territory Planning
- Training and Professional Development
- Worksite Prospecting Program
- Educational Workshop Curriculum

Partner Firm tools include:

- Advisor Recruiting and Selection
- Advisor Activity and Sales Management
- Financial Management System

The CRM is the most recent tool implemented on the USRP website. Partners and Advisors will use this new technology for organizing client and prospect databases, marketing (both email and U.S. Mail), and using it in their overall cross-selling activities.

“Our CRM strategy is designed to help Advisors manage their Practices more efficiently. Developing and maintaining strong client relationships is the ultimate goal. This is accomplished by making frequent (and systematic) contact with clients and prospects, and personalizing each client interaction by having their data readily available,” said Mark M. Skinner, CEO and President of USRP.

About U.S. Retirement Partners, Inc.

U.S. Retirement Partners, with headquarters in Iselin, N.J., was founded to give regional 403(b) providers the scale and capability of a large national firm to succeed in the K-12 marketplace. By joining USRP, partners have the opportunity to grow their businesses with the marketing, distribution and technology of an independent, national firm. For more information please visit www.usretirementpartners.com.