



Virtual Office News

The Only Practice Management/Technology Newsletter for Financial Advisors

Volume V / Issue 8 / August 2007

Reprint

Editorial: Your Silver Bullet

By Joel P. Bruckenstein

Since Dave Drucker is the Editor of *Virtual Office News*, I leave most of the editorializing to him, but every now and then an issue moves me enough to get worked up and write an editorial. Your Silver Bullet (www.yoursilverbullet.net) is one of those rare issues. I recently completed an article about Your Silver Bullet that is scheduled to run in the September 2007 issue of *Financial Planning Magazine*. The more I hear about the organization, the more hopeful I become that they will meet with success.

The members of Your Silver Bullet are making a valiant attempt to provide advisors with the one technology that they crave the most: *true integration*. This is a tall order; if it were easy, someone already would have done it, however, the member firms have made a commitment in writing, and they are going to give it their best shot. I believe that the Your Silver Bullet initiative deserves the support of everyone in the industry.

How can you help? There are a number of practical steps you can take. First, visit their [website](#). Note the firms that are involved and take the time to let them know you support what they are doing. Second, let all of your other vendors and custodians know that you support Your Silver Bullet, and that you want them to support it as well.

The members of Your Silver Bullet have taken the first step, but their chances of success will be greatly improved if they receive the sort of grass roots support they so desperately need and deserve.

I believe every single reader wants better integration from their software vendors. Now there is actually something you can do to make it happen. What are you waiting for?

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Volume V, Issue 8, August 2007

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