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FOR IMMEDIATE RELEASE

Mike Byrnes joins RIA Central's team of thought leaders

Dublin, Ohio /Boston, Massachusetts (RIA Central & Byrnes Consulting, LLC) March 31, 2010 – This week Mike Byrnes officially began providing thought leadership to RIA Central and its 500 advisor members.

Background

Before the social media revolution, to create a community, typically a group would have to meet in person to build trust, share ideas and grow long-term relationships. In today's age, technology is making all this feasible over the World Wide Web. As the internet continues to spawn online communities, organizations like RIA Central are beginning to flourish. In this case, Dan Kurt, Director of Business Development at RIA Central, is focusing on a niche of financial advisors. To gain access to the group, an application has to be submitted, screened and it then must meet certain requirements to be approved.

Two minds are better than one

The model RIA Central has created is to form a select group of professionals, who have never met before. What is already evident is that these advisors are now joining together to share ideas, best practices and tips on how to succeed. Open forums on topics from wealth management to practice management allow members to ask questions and for other members to share answers based on their insights and experiences. In addition, a few of the industry's best thought leaders, like Mike Byrnes, President of Byrnes Consulting, LLC, are allowed to join the group to add another layer of expertise to assist all the members of the community prosper together.

A screen shot of RIA Central [behind the password-protected firewall]

The screenshot displays the RIA Central website interface. At the top left is the RIA Central logo with the tagline "Home of the Registered Investment Advisor". A horizontal navigation bar contains tabs for Home, Invite, My Page, Resource Center, Events, Groups, Forums, Member Blogs, Members, and More. The main content area is divided into several sections:

- Resource Center:** Features a search bar with "Client Management" selected and a "View Now" button. Below is a "Featured Resources" section sponsored by "first allied".
- Featured Resources:** Includes a video podcast titled "The Long Distance Solution" and an article titled "Your mission statement... Don't plan without one!" by RIA Central.
- RIA Central Poll:** A poll titled "Does your company have a written mission statement?" with options: Yes - And it impacts business decisions, Yes - But it doesn't hold much worth, No - But one is needed, No - It's a waste of time, and Other. A "Vote" button and "View Results" link are present.
- Michael W. Byrnes, Jr. Profile:** Shows a "Sign Out" button, "Inbox (1 new)", "Friends - Invite", and "Settings" options. It also lists "RIA Central Sponsors" including "first allied" and "Latest Activity" with user avatars and timestamps.
- Forum:** A section at the bottom with a "Forum" heading.

Thought leadership from Byrnes Consulting, LLC

Mike Byrnes has experience in working with independent financial advisors helping them improve their business planning and marketing strategies to succeed, even in an economy like we are in now. Mike's first contribution to RIA Central's resource center was purposely designed to take the 30,000 foot view at why each of these advisors is in business, by helping them create or refine their mission statements. Mike's strategy is to then contribute content that gets into the details of business planning best practices, then drilling down even farther by sharing information on how to develop successful marketing strategies for this niche of advisors in the small to medium-sized business category.

"We are so happy to see RIA Central flourishing, taking social media to a higher level," said Dan Kurt. He went on to say, "To move past the current LinkedIn group model of online discussions, I play the role as gatekeeper, enforcing a thorough selection process to ultimately find quality advisors and thought leaders, like Mike Byrnes, who share their experiences and contribute content to help our community of advisors thrive!"

Looking ahead

It is likely we will see online communities, like RIA Central, becoming even stronger in each respective industry, creating long-lasting impacts on the overall success of all the participating members.

About Byrnes Consulting, LLC

Mike Byrnes founded Byrnes Consulting in April 2008 to provide business planning and marketing strategy consulting services to help businesses become even more successful. Read more at www.byrnesconsulting.com.

Byrnes Consulting's core values are integrity and professionalism, education and excellence, win-win relationships, friendly approach, and community involvement.

About Mike Byrnes

Mike has 18 years of financial service marketing experience. He graduated from Boston College with his MBA and from St. Michael's College with his BS. He is a resident of Charlestown, Massachusetts. He is actively involved in the community, including volunteering as a consultant for ESC of New England, serving as a Board Member of the Good Shepherd School and writing for Spare Change in Boston.

Read more at www.linkedin.com/in/mwbyrnesjr.

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Sources of information

www.RIACentral.com

www.ByrnesConsulting.com

http://en.wikipedia.org/wiki/Virtual_community

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