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**How Dummies® and the Smartest Financial Advisor Membership Portal In The US Got Together**

Tuesday, November 6, 2007

Attention: Financial/Business/Corporate/editors and broadcasters. On the heels of its U.S. Market Release, Org-Matters Solutions Inc., developer of organizational products, with their groundbreaking software ORGANIZEMY™ ELECTRONIC FILING CABINET FOR DUMMIES® has launched a partnership with ProducersWEB (ProducersWEB.com), the largest Financial Advisor membership portal in the U.S. Financial Agents and Advisors who are members of PW and their publication, the Senior Market Advisor, will have this unique value-add software to offer to their clients in an Advisory world based on building loyalty and intimacy.

Michael Schweizer, Org-Matters Solutions CEO and product creator has worked with Norman Trainor, President & CEO of the Covenant Group, one of North America's pre-eminent Practice Management and Small Business Coaching Firms, to tackle this problem by offering these powerful and valuable tools to ProducersWEB members.

When a client has a business and life-simplifying gift such as this software to offer, they instantly build loyalty and maximum impact with their clients. "One of our corporate client's executives actually coined the system as "Relationship Management in a Box", says Schweizer.

The Electronic Filing Cabinet is an easy to use software solution that has a turn-key filing storage system for all of "the important documents that matter to consumers arising from all of their Financial Holdings & Relationships, plus all other documents that matter in life!" says Schweizer. This life changing value-add software tool offers an answer to the question on top of every Client's mind today: how to organize, save, and file key financial and life documentation with an intuitive and logical filing system.

ProducersWEB is thrilled with this partnership because every member will receive:

- § A free copy of the Full Professional Version of the software
- § Access to special pricing to purchase the software for their Clients Access to special training seminars through ProducersWeb in partnership with the Covenant Group that will cover these two key topics:
  - Deepening Client Relationships and Increasing Your Profit- Four proven techniques to build your business using Covenant's Service Level Agreement & OrganizeMY Electronic Filing Cabinet for Dummies.
  - How to Organize Your Business Electronically- Proven techniques to save you time, frustration and help you "go green" using OrganizeMY Electronic Filing Cabinet for Dummies.

"We look forward to helping our members avail themselves of this wonderful tool and the training & education over the months and years to come" quotes Jeff Schottland, Vice President of e-Media at ProducersWEB "This partnership is representative of our commitment to our members, meaning we will always continue to strive to provide them with access to learning and tools that will maximize their productivity and profit in their Advisory practices."

The Electronic Filing Cabinet for Dummies also directly contributes to a "go green" environmental strategy, designed so clients can break the habit and cut down on the need to print all of their documents. It is the only software on the market based on the principle that, eventually, we will live in an almost totally paperless society – this is the program that will help get us there.

The full Professional Version of the software contains pre-built folders and includes expertise that gives the Business Owner (in this case Financial Advisors) what they need to save and file key documents, like their Financial Plans and Goals, Business Registrations, Legal & Accounting, Customers, Suppliers & Staff, Incorporation Documents, Licenses, Insurance Policies, Tax Returns, and much more. All of these are significant stressors in business life and generate a large number of key documents that today's client needs to save and file for future reference. This software handles and organizes them all, plus, it safely storing Passwords, PIN numbers, Web User IDs in an ENCRYPTED section that is secure from IDENTITY THEFT and hackers.

Besides filing and storing these key documents, its most clever feature is that it has embedded tools that actually guide the user through the components that match their professional practice needs. Gone are the days of trying to figure out where to file something and then having the compounded stress of looking for it later. Ultimately, it is a ready-to-go tool that allows any professional to minimize the time they spend on administration and to maximize the time doing what they do best...growing their business. "We estimate we've saved customers thousands of dollars in time, effort, materials and research by creating a ready to go system", says Schweizer.

Schweizer is a successful former VP of Customer Relationship Management at one of North America's largest Financial Institutions and has dedicated his career to developing highly successful relationship management techniques between advisors and clients. He created this software from years of client research that told him three things:

1. Consumers' largest stress-point is that they are time constrained and need ready to go solutions.
2. They are bombarded more and more with important electronic documents and paper documents, but have nowhere to put them.
3. Most everyday consumers feel software is too complicated and tends to intimidate them (or they just don't have time to learn).

Schweizer developed the software for its ease of use with the idea that a set of events happens as a client progresses through their financial life, and they need an electronic stress-free system to manage their finances and life.

Trainor, also author of the best-selling book "The 8 Best Practices of Highly Successful Sales People", specializes in Advisory and Small Business Practice Management and through research, test, and validation of best practices has shown that when advisors have the one-of-a kind offering like the Electronic Filing Cabinet, they can look to the exponential success that includes repeat business, client trust and loyalty. Trainor sees Electronic Filing Cabinet for Dummies as a tool that dovetails nicely with his organizational objectives. "Advisors best practices have shown that they can actually strengthen and deepen relationships with their clients by using the system." Advisors who have used the tool have been duly impressed. 82% of those surveyed rated the product as very good or excellent. 86% say they would like to get it if they were customers of a Financial Advisor. And 81% said they would order it regularly for their customers if made available.

The Electronic Filing Cabinet for Dummies normally retails for \$49.95. With its web page to PDF file conversion utility and three-month subscription to the Carbonite (<http://www.carbonite.com>) online backup service, the total software bundle that ProducersWEB members will receive is valued at \$95. It is the perfect add-on for Quicken/Microsoft Money and is certified for the Microsoft Windows XP and Windows Vista user.

If you would like more information, to obtain a copy of the software for review, or to schedule an interview for press, TV, or radio with Michael Schweizer, CEO, please contact:

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