



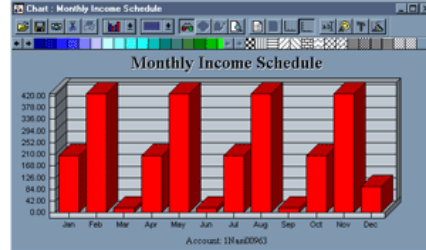
North American Software, Inc.

4140 Crossgate Square
Cincinnati, OH 45236
513.793.2240
sales@nasoftware.com

Broker's Helper Basic

Product Description:

Broker's Helper Basic unites portfolio management and customer relationship management, converting your financial services office from a barge into a speedboat. Access all client records quickly and easily while you're on the phone – spouses' names, full account information, asset allocation, contact history, datebook scheduling, and much more are visible from a single, easy-to-read screen.

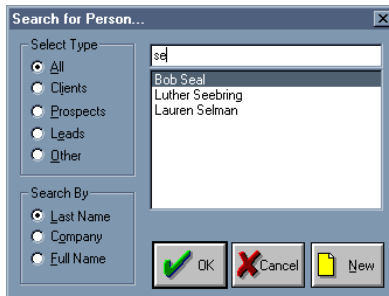


Who is it for?:

Many Broker's Helper Basic users are younger brokers starting to build their client bases. The software's tools for sales and marketing put the broker on the fast track to attracting new clients, by enabling him or her to process new prospects quickly and effectively.

Sales Features:

- Datebook and address book hotsync with **Palm OS** devices
- Ability to email clients directly from contact screen, eliminating the need to toggle between programs
- Sales lists for organizing clients by assets, location, holdings, or any other search criteria
- Ability to merge contact information with **MS Office** files
- Customizable fields for clients' personal and financial information
- Speed-dial
- History log -from a single screen, records of every contact ever had with a client.
- Target-marketing tools
- Two-letter search for ultra-fast retrieval of records



Portfolio Features:

- Easy householding of accounts
- Full AIMR compliance in all reports
- Color graphics on charts, graphs, and reports
- Downloads of prices, transactions and account information from many wirehouses
- Product management
- 22 Transaction types
- Instant access to Audit Trail

Reports:

Available in Broker's Helper Basic and Advanced.

- Gain/Loss with Dividend Reinvestment
- Realized Gains and Losses
- Asset Distribution
- Monthly Income Schedule
- many more

Price:

\$800 for the first year; \$200 maintenance charge each following year.

Additional network stations: \$400 first year, \$100 each following year.

Annual maintenance includes software upgrades and

System Requirements:

Minimum: Pentium 133 MHz or higher; 64 MB RAM; 500 MB hard drive (storage) space; ability to read CD-ROMs; Win 95/98/2000/NT