



VSR Financial Services, Inc. to Offer Morningstar Office to its Registered Reps

OVERLAND PARK, KANSAS, April 11, 2011 – VSR Financial Services, Inc. announced today it has entered into an agreement with Morningstar, Inc. to provide Morningstar® OfficeSM to its registered representatives.

Morningstar Office will bring increased portfolio accounting and performance reporting capabilities and functionality to representatives using VSR's advisory platform, which is called The Managed Asset Planning (MAP) Program. The MAP Program has more than \$1.6 billion in assets under management.

"We are excited to offer Morningstar Office to our MAP clients at no charge," said Maureen McAnarney, executive vice president, VSR Financial Services, Inc. "The wealth of planning tools available in Morningstar Office adds significant value for our representatives, and complements our advisory platform's offerings."

Morningstar Office is a global practice and portfolio management platform, used by more than 2,500 independent financial advisors and wealth managers. This single, all-inclusive platform is designed to support the core aspects of an advisor's practice. It features portfolio management and performance reporting, advanced research capabilities, and sophisticated investment planning integrated with in-depth Morningstar analytics. It also provides intuitive customer relationship management (CRM) tools, batch reporting, and secure communications using the platform's Client Web Portal and document vault. In addition, Morningstar Office users have the option to outsource all of their account management and reconciliation with Morningstar® Back Office ServicesSM, an account transaction reconciliation and client data conversion service.

"We're pleased that VSR, with its reputation for individualized service and support, has selected Morningstar Office to provide leading-edge portfolio accounting and performance reporting capabilities to its registered representatives," said Hailin Li, president of advisor software at Morningstar. "Our agreement with VSR demonstrates our commitment to serve large RIA firms as well as independent advisors."

VSR representatives received access to Morningstar Office earlier this month. For more information, contact (800) 800-3177 or visit www.vsrfinancial.com.

About Morningstar, Inc.

Morningstar, Inc. is a leading provider of independent investment research in North America, Europe, Australia, and Asia. The company offers an extensive line of Internet, software, and print-based products and services for individuals, financial advisors, and institutions. Morningstar provides data on approximately 380,000 investment offerings, including stocks, mutual funds, and similar vehicles, along with real-time global market data on more than 5 million equities, indexes, futures, options, commodities, and precious metals, in addition to foreign exchange and Treasury markets. The company has operations in 26 countries.

Morningstar, Inc. is not affiliated with VSR Financial Services, Inc. and its affiliates.

About VSR Financial Services, Inc.

Founded in 1985, VSR Financial Services, Inc. is an independent broker dealer and registered investment adviser located in Overland Park, Kan. VSR has 275 representatives located in 37 states and an additional 70 employees at the firm's home office. VSR's revenues were \$83 million in 2010. VSR is consistently ranked as one of the top independent advisory firms in average production per representative, and has been recognized as one of the 100 fastest-growing companies in the Kansas City area.

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