

For Immediate Release

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Financial Services Certifications Opens Doors for Virtual Assistants

Woodridge, IL – July 11, 2007 - Virtual Business Partners announces two new specialized certifications for virtual assistants who would like to offer their services to the financial service industry. The Financial Services Virtual Assistant (FSVA) and the Master Financial Services Virtual Assistant (MFSVA) certifications were unveiled in July 2007 by Virtual Business Partners in a continued series of certifications for virtual assistants.

Doreen Patrick, owner and founder of Virtual Business Partners, and developer of the new programs, designed the FSVA and the MFSVA Certification to include both educational and experiential components. The educational component consists of online classes offered directly through the Life Office Management Association (LOMA). Patrick says, "I chose to work with LOMA because they are the industry leader in financial services training and they were able to customize training to meet the needs of this certification."

The second component of the certification, experience, requires the virtual assistant to meet certain on-the-job criteria such as having at least five years direct administrative experience. The certification process typically may be completed in a short time, at one's own pace. Once awarded the certification, the virtual assistant can begin using the designation to market their services, proudly displaying the FSVA or the MFSVA logo on their web site and using the designation after their name.

Patrick added, "A virtual assistant does not need to have industry experience to obtain this certification and if a virtual assistant does have industry experience, there are two additional options that they can choose from. This certification will open doors to virtual assistants looking to service this market and will allow for the standardization and training to do so."

Recognizing the need for specialized training in the insurance and financial services market as well as the need for virtual assistants who can service this market, Patrick worked with LOMA and other industry experienced virtual assistants to develop the certification. Patrick, who received an Associate, Customer Service designation through LOMA knows first hand the direct benefits of LOMA classes in both her work in the corporate sector as well as in her own business. A virtual assistant who obtains the

certificate will have the opportunity to create additional educational paths by choosing one or more designation programs offered by LOMA and to expand their services or niche in this market.

To learn more about the FSVA or the MFSVA certification, visit www.virtualbusinesspartners.net.

Virtual Business Partners is a virtual office company that specializes in sales, marketing and administrative support to the financial service and insurance industries. Visit Virtual Business Partners at www.virtualbusinesspartners.net or call 630-541-2433 for more information.