

## Software Application Builds B2B Bonds

*With launch of Preferred Vendor Portal Access Program, Diefendorf Capital Planning Associates creates seamless integration pathway for vendors hoping to optimize customer service.*

Locust Valley, NY ([PRWEB](#)) March 5, 2009 -- Diefendorf Capital Planning Associates unveiled the Preferred Vendor Portal Access Program, their newest addition to their internationally renowned integrated software application enterprise, Megethos3. The new program groups Diefendorf Capital with vendors nationwide, streamlining the communication process and delivering information directly to the client digitally. Software architect Demetri Doumas had this to say: "We saw an opportunity to better serve our clients and our vendor partners, and we didn't want it to pass us by."

Megethos3, the mother program of the Preferred Vendor Portal Access Program, has been in use by Diefendorf Capital since 2006. This specialized application has empowered multiple members of Diefendorf Capital to reach the prestigious Top of the Table Designation with the Million Dollar Round Table, the highest honor given in the insurance field. Roey Diefendorf, CEO of Diefendorf Capital, was chosen to speak on the main stage of last year's Million Dollar Round Table international convention. Roey was particularly excited about the debut of the Preferred Vendor Portal Access program. "It really fits into our vision of pushing the technology envelope while maintaining personal relationships. I think it can change the way we do business."

Diefendorf Capital, an independent advisory firm with six offices in New York and North Carolina, has been a family of financial service companies since 1875.

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**Contact Information****Jeremy Donovan**

Diefendorf Capital Planning Associates

<http://www.diefendorfcapital.com>

516-759-3900

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