



PRESS RELEASE

Fiduciary Benchmarks announces launch of Business Management Dashboard with LPL

Lake Oswego, OR November 5, 2019: Fiduciary Benchmarks (FBI) announced that LPL Financial advisors now have access to FBI's new Business Management Dashboard – an open architecture platform where retirement advisors can bring together all of their data and tools to structure efficient client and prospect workflows. The Business Management Dashboard launched as planned the first week of September and was brought to the marketplace in less than 10 months. The dashboard showcases task and workflow functionality, an enhanced version of FBI's proprietary benchmarking, a sales funnel for prospecting and documentation tracking.

FBI began conceptualizing the Business Management Dashboard in November 2018. The strategic question to address: "Should FBI be a product on someone else's platform or be the platform?" After conducting a comprehensive marketplace analysis, the FBI Management Team decided that it was better positioned to be the platform.

"The reaction to the Business Management Dashboard has been exceptional based on feedback from advisors. We believe we have developed a single platform that gives advisors access to best of breed tools, regardless of which tools they are using," stated Tom Kmak, CEO of Fiduciary Benchmarks.

"The need for a business management system to help automate retirement plan advisors' practices and increase efficiencies is long overdue. After spending the last year with Tom and his team in the development, they have created an incredible solution. We are thrilled to be part of the initial roll out of the new FBI business management dashboard," stated Geoff White Chief Executive Officer of GRP Financial, an LPL affiliated firm.

"By using the new dashboard to manage plans, I have greater insight into the time and costs associated with managing the business, and it makes the work much more efficient. It is a great resource to help build scale and drive better outcomes," stated LPL Financial advisor John Ludwig of LHDretirement.

FBI is creating a series of single sign-on and real-time API integrations to allow financial advisors to use whatever tools they desire in the marketplace. The first integrations being built are concentrating on investment analytics providers and RFP providers. "The initial conversations with potential integration partners have been very positive. They understand that we are building a marketplace for all industry tool and service providers that want to be represented. The single sign-on and real-time API requirements are minimal and we are here to complement other tools, not threaten them.

In the end, we are looking to link them together in a way that benefits advisors and their clients,” stated Matt Golda, SVP of Technology and Operations of Fiduciary Benchmarks.

Christina Marschinke, Senior Vice President of LPL Financial, Retirement Partners and High Net Worth Solutions, said, “We strive to deliver our advisors access to technology tools and resources that can help them operate their businesses efficiently and cost effectively. FBi has delivered a valuable platform that is easy to use and can enhance an advisors’ ability to manage and grow their retirement plan business.”

About Fiduciary Benchmarks: Fiduciary Benchmarks is the industry leader for independent, comprehensive and informative value and fee benchmarking services for the defined contribution space. FBi also offers the Business Management Dashboard – an open architecture platform for retirement advisors. In addition, FBi offers services in the IRA space including a Best Interest Determination tool. Founded in 2007, the company now works with many of the industry’s largest and most respected Recordkeepers, Broker/Dealers, Advisor/Consultants and Plan Sponsors.

Learn more at www.fiduciarybenchmarks.com

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