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Cetera enhances wealth management with new advisory technology launch

Cetera Financial Group (Cetera) recently announced the successful launch of AdvisoryOnline 2.0 to Financial Network Investment Corporation (Financial Network) and Multi Financial Securities Corporation (Multi Financial).

AdvisoryOnline 2.0 gives Financial Network and Multi Financial investment adviser representatives a single-source relationship and portfolio management dashboard that delivers advancements in flexibility, analytics and risk controls. Early response to the launch indicated gains in both efficiency and confidence among advisers, freeing them to focus more on client relationships and less on systems.

It's very impressive so far," said **Mark Eisenstein**, a Financial Network adviser. "I like being able to customize reports, and with this system, I've been able to create reports that give me exactly what I'm looking for. Plus, it's easy and convenient. I've got my staff running reports and we've been able to replace the Excel spreadsheet we were using for reporting purposes."

The new platform allows advisers to sculpt their clients' advisory data in a number of ways, including through ready-made reports, custom searches and data dashboards that can be exported to Microsoft Excel[®]. AdvisoryOnline 2.0 utilizes Advent Software Inc.'s award-winning Advent Portfolio Exchange[®] software customized for Cetera. It is the latest third-party application to be fully integrated into SmartWorksSM, Cetera's innovative technology workstation that gives advisers access to a suite of financial planning and business-management software.

Barnaby Grist, Cetera's executive vice president of wealth management, called AdvisoryOnline 2.0 an investment in technology that represents Cetera's commitment to independent advisers.

"Advisers have been asking for an advisory reporting platform that is feature-filled but is also flexible enough to be tailored to the unique needs of each independent practice," said Grist. "AdvisoryOnline 2.0 is both. Our advisers can run over a hundred reports in the new system, and they can also take advantage of its flexibility to customize to their own needs – whether that be custom reporting for clients or a personalized dashboard to help an adviser efficiently get a snapshot view and drill-down capabilities across his or her client base."

Grist reaffirmed Cetera's commitment to its advisers by noting that AdvisoryOnline 2.0 is the first step in a series of strategic enhancements to Cetera's wealth management platform.

"We're dedicated to serving our advisers' needs, and AdvisoryOnline 2.0 is just the beginning," said Grist. "Our vision is to deliver an integrated platform that meets the needs of advisers with both fee and commission business."

In February, Cetera announced Grist would lead the strategic expansion of its comprehensive wealth management services, which includes advisory platform expansion; product research and due diligence; field marketing support; strategic relationship management; and practice management.

About Cetera Financial Group

Cetera Financial Group, based in Los Angeles, provides comprehensive broker-dealer services, innovative technology, and competitive advisory programs for approximately 5,000 independent financial professionals and more than 700 financial institutions affiliated with its three independently managed broker-dealers: Financial Network Investment Corporation, Multi Financial Securities Corporation, and PRIMEVEST Financial Services, Inc.

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