

The logo for FLX NETWORKS is displayed in a bold, white, sans-serif font. The letters 'FLX' are significantly larger than 'NETWORKS'. The background of the entire page is a dark blue with a subtle pattern of binary code (0s and 1s) and a faint world map. On the right side, there are faint, semi-transparent financial charts, including a candlestick chart and a line graph with an upward-pointing arrow.

# FLX NETWORKS

## QUARTERLY PERSPECTIVE

January 2025

Introducing the Wealth Management  
Suite: An Industry Game Changer



**Brian Moran**  
FLX Networks CEO and Founder

We hinted at this transformation in our 3rd Quarter Perspective, and now it's official—FLX Networks is revolutionizing how wealth management firms engage with their asset management partners. The launch of our **Wealth Management Suite** combines cutting-edge technology with world-class professional services to simplify, streamline, and deepen these critical relationships.

## What's Broken?

Three undeniable trends are reshaping both asset and wealth management:



Outdated, costly, and inefficient way to access and share information



Fee compression and increasing costs



Underutilized, costly, and siloed tech stack

Any *one* of these trends would be enough to have a meaningful effect on the industry. Combined, the compound impact is far greater. A closer look at each is warranted.

## 1. Outdated Engagement Models

- Information is scattered across emails, relying on individuals instead of a centralized, enduring repository.
- Operational processes like due diligence, invoicing, and fee collection continue to be outdated and labor-intensive.

*The result? Lost time, inefficiencies, and friction in building relationships.*

## 2. Fee and Expense Pressures

- Average mutual fund expense ratios have plummeted, with equity mutual funds dropping from 0.99% in 2000 to just 0.42% in 2023.
- Wealth management fees remain steady, but rising operational costs threaten all firms.

*Both asset and wealth firms are cautious about spend, dedicating tech dollars to front end solutions.*

## 3. Bloated Vendor List

- The number of fintech companies has exploded from 13,000 in 2019 to over 26,000 in 2024, with the average company using 291 software applications in its tech stack—up from just 60 a decade ago.
- Some wealth firms have 100+ coaching, marketing, and video companies working within their system, increasing the administrative oversight on internal staff and leaving businesses burdened with fragmented solutions.

*Fragmented solutions and a lack of collaboration have led to inefficiencies and overspend.*

## FLX Networks: A New Era of Collaboration

Home office management of asset manager relationships requires regular communication, data and document collection, and due diligence. Historically, this engagement has relied on manual emails, spreadsheets, and folder structures. These legacy processes are expensive, messy, key personnel dependent, and logistically challenging while relying on fragmented technologies and underutilizing data.

FLX Networks' **multi-sided marketplace** transforms connections between asset and wealth management firms. Our **Wealth Management Suite** digitizes workflows, centralizes resources, and provides scalable solutions to eliminate inefficiencies.

**With FLX Networks, asset and wealth managers access:**

- **One Portal:** Centralized access to all tools and services
- **One Team:** Streamlined support from a dedicated partner
- **One Bill:** Simplified cost management
- **One Integrated Network:** Harmonized connections across stakeholders

## What's in the Wealth Management Suite?

The Wealth Management Suite includes **technology solutions** that drive productivity and reduce risk and **professional services** that build brand, enhance advisor success, and engage clients.

## FLX Technology Solutions

**Asset Management Relationship Portal:** Collect data, share information, announce news and launch event registrations through a centralized platform. Empower senior sales professionals to focus on relationships instead of chasing data.

**Diligence Center:** Automate the collection of quarterly questionnaires and attestations, saving time, reducing regulatory risk, and improving oversight.

**Analytics:** Access global insights on institutional and retail investment products, including separate accounts, domestic funds, cross-border funds, and ETFs.

**The Store:** Order premium branded clothing, golf accessories, and conference giveaways, with single-item ordering and direct shipping to clients.

## Professional Services

**Video Production:** Create high-quality communications and branding solutions for firms and advisors through FLX Media's award-winning productions.

**Public Relations:** Elevate advisor brands in their community through media engagement.

**Practice Management:** Access coaching and tools that drive advisor growth and success.

**Client Service Enhancements:** Offer clients discounts toward college tuition at 450+ U.S. universities, adding unique value to advisors' service.

## The Democratization of Wealth Management

At its core, the Wealth Management Suite represents the **democratization of services**—making tools, resources, and opportunities accessible to all firms, regardless of size. By breaking down barriers, we empower wealth managers to scale their asset manager communication and focus on high-value activities, while asset managers can deepen relationships without administrative distractions.

### Why Join Now?

As we step into 2025, FLX Networks is stronger than ever. From differentiated investment solutions to technology that drives meaningful value, the platform is poised to transform the industry.

There's never been a better time to join the network that's reshaping asset and wealth management.

The future is here, and it's looking FLXible.

Ready to get started? [Join here](#) or request a [demo](#).

Looking for more info on membership? Click below.

[Wealth Manager Fact Sheet](#)

[Asset Manager Fact Sheet](#)

Thank you for your support,

*Briau Morau*