



The FMeX content and sales technology is now available on the RBC Marketplace

FMeX | Financial Media Exchange
fmexc.com | fmexdirect.com



FMeX Continues to Sign New Agreements

The FMeX content and sales technology now available to over 125,000 financial advisors

Plymouth, MA – November 4, 2016 – Financial Media Exchange (“FMeX”), the world’s largest content library built exclusively for the financial services industry, announced today that it continues to add Registered Investment Advisors, Independent Broker-Dealers, and Financial Planners to its list of clients. Most recently, FMeX signed agreements with Redtail Technology, Cambridge Investment Research, Inc. and RBC Correspondent and Advisor Services.

According to Ric McConkey, founder and Chief Executive Officer of FMeX, “there is a growing need among financial advisors for content that is timely, relevant and personalized to individual clients. FMeX offers a robust content library, so that financial advisors can quickly send relevant content from their phone, desktop or tablet to where clients want – email, LinkedIn, Facebook, Twitter, websites, blogs or daily newsletters. It’s a great experience for the financial advisor and a better experience for the financial advisor’s client.”

FMeX was built by industry veterans with a single goal of helping financial advisors increase sales. Pioneering Content-As-A-Service, FMeX provides access to an organized, searchable and customizable content library and is powered by sales technology for the future – all to help transform the way financial advisors connect with clients and win more customers.

“Our ongoing commitment is to empower our clients and their advisors with industry-leading products and services,” said Brett Thorne, Head of RBC Correspondent and Advisor Services. “By connecting our clients to additional resources and modern technologies we enhance our offering and help strengthen their business.”

Our formula is really simple continued McConkey, “FMeX wants to help financial advisors ensure that their content is relevant, distributed effectively, on the right devices, at the right time and to the right client.”

About Financial Media Exchange

FMeX is the **world's largest content library built on robust sales enablement technology**. Designed exclusively for the financial services industry, our single mission is to help financial professionals provide personalized marketing content to their clients in order to enhance client relationships and increase sales.

FMeX was founded by experts in the financial services industry and is the first Content-As-A-Service company with headquarters in Plymouth, MA and regional offices in New York, New Jersey and Kansas. Individuals and organizations of all sizes benefit from our sophisticated sales enablement technology that allows for aggregation, curation, and distribution of content from any mobile device, in addition to measuring content utilization, remaining compliant with industry regulations and elevating the customer experience.