

About Financial Media Group

Financial Media Group (FMG) has been a leading provider of financial information for over 7 years. Originally emerging as the premier provider of insurance related data, we quickly built a reputation for providing superior information for financial firms. Our expertise in both insurance and financial information uniquely qualifies us to meet the needs of virtually any company serving the industry.

Make no bones about it - the market has changed and we've stayed ahead of the curve. Annuities are sold by insurance agents and registered reps alike. Fee-based advisors are emerging as a preferred path for producers from both industries.

FMG is positioned to help firms navigate the changing landscape by providing the only 360° view of an advisor. Combine this with our full suite of support services and you have a partner that goes beyond our competitors.

We are a full-service provider with detailed information on registered reps, RIA firms, fee-based advisors, broker dealers and insurance professionals. This combination provides you total access regardless of the market you serve. You may find other companies who provide RIA data, securities data, or even securities and insurance data, but only FMG has the background and expertise to bring you information in a truly new and innovative way.

The FMG Competitive Advantage



DEPTH OF DATA AND EASE OF ACCESS

Financial Media Group brings you industry leading expertise in data compilation and data warehousing. This is evident when you see the depth of our databases and our simple-to-use web-based delivery tool, **Advisor DirectConnect™**. We've simplified the process of selecting exactly the right list with well over 100 data points.



LIST ACCURACY AND DELIVERABILITY

All of our data is regularly CASS Certified, NCOA processed, and Delivery Point Validated (DPV) giving us the industry's best deliverability guarantee. When was the last time you mailed a list and had in excess of 95% delivered?



PHONE NUMBER ACCURACY

We'll be the first to tell you keeping accurate phone numbers is difficult. We have an advantage! Our in-house tele-recruiting call center makes thousands of outbound calls every day giving us a strategic advantage that other suppliers simply can't offer.



A STRATEGIC PARTNER TO SUPPORT YOUR EMAIL MARKETING

FMG has operated as an Email Service Provider (ESP) since we began compiling data in 2003. We regularly scrub our email file to remove hard bounces. Our expertise ensures you have access to the best possible list. We understand that quality is far more important than quantity.

The FMG Competitive Advantage



ONE ENTERPRISE PLATFORM FOR ALL DATABASES

We pioneered the concept of maintaining data in a common platform. It simplifies your data access and eliminates duplicate records. If you pull a registered rep who is also a fee-based advisor – you only get one record. Our system automatically drops duplicate records based on an advisors CRD number.



CUSTOMER SERVICE (WE NEVER FORGET WHO WE WORK FOR)

At Financial Media Group your sales representative is fully trained in the industry, and more importantly, on the data and tools we offer. You'll have one point-of-contact for all your needs. We know that by providing this level of service you'll always get exactly the data you want, when you want it!



CUSTOMIZED DATA OPTIONS

We recognize that each customer is unique and has distinct data needs. This is why we offer custom options such as “Permanent Suppression” to ensure you only target the firms or producers required to grow your business. That's just the beginning – challenge us to meet your unique data needs and see how we can rise to the occasion.



FAST AND EASY DIRECT MAIL CAPABILITIES

We are the first company to provide an embedded direct mail platform in our web-based data delivery tool, Advisor **DirectConnect™**. This means you can generate high quality mailers with a few clicks of your mouse. Build and upload your list – select your mail piece – approve your order, and you're in the mail. It really is that simple.

The Financial Media Group Challenge

Companies like yours benefit from suppliers competing for your business. At Financial Media Group we not only want you to compare us to the competition, we challenge you to do so! Give us 15 minutes to show you our database platform Advisor **DirectConnect™**, and you'll see why we are rapidly becoming the financial industry's supplier of choice. Just for allowing us to show you our products, we'll give you a free list. Take the opportunity to compare our data to any competing list in the industry.

Call us today and find out what you've been missing

As the premier provider of data, marketing services and recruitment programs for the financial services industry, we've helped our clients achieve the competitive separation that ensures continued success.

Toll-free 877-763-8473 | **Local** 303-923-1310 | www.adc.fmgdata.com | www.fmgdata.com