**FOR IMMEDIATE RELEASE**

**Expert Financial Industry Information and Training Provider FactRight Announces Exciting Launch of New True Diligence Platform**

*The world of financial advisory companies is ultra competitive. True Diligence by FactRight is delivering an opportunity to firms and advisors looking to enhance their alternative investment program performance, and their bottom-line.*

Eden Prairie, MN, October 10, 2017

For financial services firms to operate optimally, they must have access to the latest, targeted industry information, along with educational tools to help keep advisors ahead of the pack. FactRight is answering the call for “less complexity and more clarity” with the recent launch of [True Diligence](http://info.factright.com/truediligence), a comprehensive platform of services **that can help drive decision making, enhance productivity and help clients grow and develop their teams of advisors. Already a trusted and respected name in the financial advisory world, FactRight’s new True Diligence platform brings the firm’s valuable product offerings under one banner for a smooth, streamlined and cohesive client experience.**

**“Our team is really excited to launch the True Diligence platform,” commented Scott Smith, President of FactRight. “True Diligence is a comprehensive approach to enhancing our clients’ level of service by providing real-time information and customized advice, along with training and support for their advisors. Our new service begins when traditional third-party diligence reporting ends.”**

**According to the company, it has optimized its value proposition by bringing services like risk management and due diligence reporting onto the same platform. The end result enables FactRight to better help clients holistically rather than across different segments of its operation, while fueling confidence in their alternative investment platforms. One area of growing importance is the advisors themselves. Smith goes on to say, “Some clients are concerned about the new fiduciary rules and the type of information accessible to their advisors. Others want to simply share due diligence information with their advisors, but don’t have the systems in place to disseminate the information quickly and efficiently.”**

**Since its inception, FactRight has specialized in clarifying complex information and making it readily accessible. “Under the new True Diligence platform, we’re extending to advisors the same core qualities that has driven the growth of our firm,” says Smith. In addition to satisfying the current needs of its clients, the products and services offered by True Diligence are designed to evolve through future enhancements. The new service platform operates on an analogous basis to open sourced software. “Whether we proactively modify something on the platform, or a client requests it, the change carries the possibility that everyone can benefit from the improvement,” Smith added.**

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**Recently unveiled at FactRight’s Due Diligence Conference in Minneapolis, MN, early feedback for True Diligence by FactRight has been positive across the board, as clients better realize the opportunities that come with access to high quality data and proactive, ongoing support.**

**To learn more about True Diligence visit** [**http://info.factright.com/truediligence**](http://info.factright.com/truediligence) **or contact:**

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