



**PRESS RELEASE – January 30, 2024**

## New Tuition Benefits Offering for Wealth Management Industry

Through FLX, asset managers, wealth management firms, and financial advisors can offer their employees and clients a unique benefit for students

Digital Lead Gen Solution and Enhanced Public Relations also added to FLX Solutions Exchange

BERNARDSVILLE, NJ, January 30, 2024 – [FLX Networks](#), the innovative network revolutionizing the engagement experience between asset and wealth managers, today announced three new components to its industry-leading FLX Solutions Exchange – including a unique tuition benefits program, digital lead generation solution, and enhanced public relations services.

The *FLX Solutions Exchange* provides FLX members access to a curated network of industry experts, innovative ideas, and educational content, offering productivity, savings, and growth. Asset managers, wealth management firms, and financial advisors can grow and sustain their business through the solutions best suited to them.

"We prioritize solutions that empower our members and provide real benefits as well as cost and time savings," said [Brian Moran](#), FLX Founder and CEO. "Our members value the range of business, data, investment insights, and content FLX Solutions provides to drive more meaningful and effective engagement across the financial services industry."

## **FLX Tuition Rewards**

FLX Tuition Rewards, are available to members and partners to offer to their employees and clients, as well as to FLX Networks employees. The rewards program, brought by SAGE CTB, LLC, offers:

- Tuition discounts for students attending the over 450 SAGE Scholars network of colleges & universities
- College planning tools to further assist financial advisors planning needs
- A unique client retention and new household conversion strategy

Simply stated, Tuition Rewards are earned by maintaining or opening an account with a financial advisor. Tuition Rewards can be redeemed by the advisor's clients for their children or other family members, and Rewards can be redeemed for up to 1 year of college tuition per student spread over 4 years – which could result in over \$60,000 in tuition savings. Additionally, members and employees, can achieve discounts themselves for continuing education.

## **FLX Digital Lead Generation**

FLX also announced that a new digital lead generation solution and an expanded public relations offering were added to the *Solutions Exchange*.

“These unique and powerful enhancements to the FLX *Solutions Exchange* will provide authentic value-added services and solutions where asset and wealth management firms and financial advisors need them most,” said Moran. “Whether it’s improving business models, developing smarter, more efficient teams or leveraging unique marketing and promotion opportunities, our members can access a range of solutions to increase engagement and deliver productivity, savings and growth.”

FLX Digital Lead Gen enables FLX members to transform website visits into actionable sales leads. The Lead Gen tool uses behavioral intent data —information collected about a potential client’s online actions—to analyze website traffic and activities to drive sales opportunities for financial professionals.

## **Expanded PR Partnership**

RFB|Peaks Strategies has worked with FLX and its growing roster of members since 2019. RFB|Peaks Strategies is now expanding its offering on the FLX *Solutions Exchange* to include media relations and content strategies in three tiers of service - Foundational, Advanced, Premium -- to match the growth objectives of financial intermediaries and asset management firms.

“Today’s market presents opportunities for growth and leadership for FLX Networks members,” said Thomas Walek, Senior Counselor, RFB | Peaks Strategies. “This new, expanded FLX *Solutions Exchange* media offering can help FLX members build brand, raise awareness, and drive business growth.”

About [FLX Networks](#)

FLX Networks solves substantial pain points shared by asset managers, wealth management firms, and financial advisors. We’ve created a single destination for solutions, services, and engagement. Our members tailor their solutions based on their business needs and goals, offering productivity, cost savings, and growth potential.

# # #

Media Contact:

Thomas Walek

RFB | Peaks Strategies

[thomas.walek@rfbinder.com](mailto:thomas.walek@rfbinder.com)

(917) 353-7575