



My New Financial Advisor Introduces Complimentary OnLine Advisor Marketplace Creating a Turnkey 24/7 Client Acquisition Platform for Advisors

***Groundbreaking marketplace delivers free and seamless integration with leading online advisors,
compatibility with multiple custodians, and advanced capabilities for new client acquisition***

SANTA BARBARA, CA – November 10, 2014 – Today MyNewFinancialAdvisor, Inc. (MNFA), the nation's largest online network introducing mass affluent Baby Boomers to financial advisors, announces the launch of its [Online Advisor Marketplace](#). MNFA has completed integration with Betterment (Betterment), Jemstep (TD Ameritrade), and Advisor Connexion (FolioFN). The company also expects to add additional online advisors (Schwab) as they release their new online advisor platforms.

"This was the final piece of the puzzle for MNFA: a 24/7 client acquisition platform using the online robo-advisors across multiple custodians. Now advisors have access to an online client acquisition platform at a cost of Starbucks coffee per day," said Frank Troise MNFA's Founder and Chairman. "Advisors can now virtually close new clients across the country and have a mechanism for opening accounts that they might not have had originally."

Advisors can define a marketing program using MNFA's product platform. MNFA uses on-line, print, radio, and television advertising for its product offering. The company began in 2008 with FreeRetirementReport.com and has now expanded to include advisor search (with FindTheBest), 401K, tax analysis, advisor consultations, and portfolio reviews. All of the company's marketing is predicated on "FREE financial healthcare for the consumer." MNFA's online, radio, and print marketing campaigns generate over \$100+ million per week in new prospect asset flows, with each prospect averaging \$750,000 in AUM.

Once an advisor defines their marketing campaign, they receive lead flow from MNFA and that lead flow is immediately directed to their online advisor page which is available 24/7. In addition, the advisor is immediately notified of the lead's request (i.e. a consultation), what channel they came from (i.e. radio), and their critical data (i.e. AUM). Advisors can customize the campaign based on AUM and geographic targets. An advisor can implement the entire campaign, from designing the marketing to the online advisor in minutes.

"With MNFA's complete offering to the mass affluent, we are strategically positioned to win new AUM based on what the investor needs and is thinking about," said Keith Moore of Monarch Bay Advisors. "Now by using the online advisor platform of Jemstep I have a nationwide 24/7 client acquisition platform that is fully integrated with TD Ameritrade's Veo. We have expanded our marketing nationally and have lowered our client minimums to meet the demand."

"Jemstep is a holistic online service for advisors to acquire, onboard and service new clients. Combined with MNFA's mass affluent lead flow, which seamlessly integrates to Jemstep's platform, the advisor now has access to a truly turn-key solution," said Simon Roy, President of Jemstep. "Advisors can now greatly expand their marketing reach with limited incremental cost."

MNFA's advisors are closing business at rates between 3-5% on the platforms. Close rates vary based on the marketing channel and the call-to-action (CTA) of the online advisor page. As MNFA aggregates more data from each online advisor provider, the company intends to share best practices and the respective close rates and conversions for each online platform. MNFA averages \$4.8 billion per year in prospect flow and expects that to increase substantially in the years ahead.

"As an advisory firm on the platform, we are very impressed with the ROI," said Keith Moore of Monarch. "Nothing beats arriving at the office each day to see new accounts already opened overnight or over the weekend while I was away." Monarch is now evaluating expanding their advisory practice nationwide by adding local advisors given their ability to successfully acquire and service accounts nationwide as virtual advisors.

About My New Financial Advisor

My New Financial Advisor is dedicated to meeting the needs of today's Baby Boomer by providing them what they need: Free Financial Healthcare. The company's first offering was FreeRetirementReport.com dedicated to Baby Boomers, and has expanded to include 401Ks, advisor consultations, debt re-financing, college education, and healthcare. MNFA's innovative turn-key solution for financial advisors combines proven financial analysis tools, online and affiliate marketing technology and performance based marketing techniques to connect investors and financial advisors immediately on a massive national scale. Please visit www.mynewfinancialadvisor.com for more information.

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