

For more information, contact
Katlin Spoon, Page Communications
katlin@pagecomms.com, 816-384-2951

FOR IMMEDIATE RELEASE

Diversified Financial Technology Firm, GeoWealth, Launches Insurance-Focused Offering

Technology specifically designed for insurance-only agents concerned about conducting business in the post-DOL fiduciary rule landscape.

CHICAGO, IL (June 8, 2017) – GeoWealth, a leading financial technology firm, is excited to leverage its proven RIA-directed, end-to-end financial services platform to bring an innovative solution to a rapidly changing insurance industry. This solution for insurance-only agents and independent marketing organizations (IMOs) enables them to document and support their recommendations as defined in the DOL’s best interest of clients’ section of the DOL fiduciary rule, effective June 9, 2017.

Launching this month, GeoWealth’s full lifecycle technology will offer insurance representatives the necessary features to continue producing with confidence. Beginning with a client risk-tolerance questionnaire, the software models the client into one of five risk categories with a corresponding fixed income allocation that supports the recommendation of annuity products as part of a client’s portfolio. Agents will be able to efficiently and compliantly document the client experience from the initial prospecting phase through product selection and contract execution, including commission and conflict disclosure. This process, and the related workflows, are seamlessly managed through GeoWealth’s integrated CRM and cloud-based document vault.

“Insurance-only agents and IMOs are in search of a solution that will allow them to continue to do business as usual while complying with new fiduciary standards. Our technology is the disruptive DOL solution they’ve been searching for; it’s innovative, industry-leading and user-friendly,” said Jack Hannah, Managing Director at GeoWealth.

CreativeOne, a diversified financial services company based in Kansas City, has contracted with GeoWealth as the first adopter of the cutting-edge software. Their agents will start utilizing the technology in June.

“Starting June 9, financial professionals are required to demonstrate and document the recommendations they are making for their clients. The best way to accomplish this is by utilizing this simplified solution—GeoWealth,” said Mike Miller, president and partner at CreativeOne. “It takes an analytical approach to demonstrating the clients’ needs and risk tolerances and is suitable for use by insurance agents and IMOs. We’re excited about the future of our partnership with GeoWealth.”

About GeoWealth

GeoWealth’s cloud-based financial technology platform empowers financial institutions, advisors and agents to seamlessly manage and navigate the financial services arena in a fully integrated and scalable fashion. GeoWealth’s open-architecture platform provides cutting-edge client service and digital advisory tools, flexible portfolio management and accounting, and an automated back office module enabling firms to run a cost-efficient and compliant business while bringing exceptional value to their clients. More information is available at

<http://www.geowealth.com/insurance-technology/>

About CreativeOne

CreativeOne, a leading diversified financial services company focusing on retirement products, life insurance and securities, has been assisting insurance and financial professionals with building successful practices since 1984. CreativeOne sets an industry standard for its commitment to excellence, ethics and integrity in business, and producer-client satisfaction. Located in Leawood, Kan., CreativeOne serves its affiliated insurance agents and financial professionals, as well as their clients. For more information, visit www.creativeone.com.

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