CASE STUDY | 2025

How F/m Investments Enhances Distribution Efforts with FINTRX

About F/m Investments

F/m Investments is a diversified, multi-boutique asset management firm offering a suite of investment products, including exchange-traded funds (ETFs), separately managed accounts (SMAs), and mutual funds. Their offerings span fixed income, equity, and U.S. Treasury markets, serving a range of clients across the financial advisory landscape.

With a nimble and collaborative team structure, F/m Investments emphasizes data-driven decision-making, personalized client engagement, and strategic distribution across institutional and intermediary channels.

Challenges

Before implementing FINTRX, F/m Investments faced several obstacles that made it difficult to scale their distribution efforts efficiently. With limited visibility into advisor-level data and a small sales team, they needed a more robust, centralized solution to support growth.

- **Limited Visibility into AUM & Competitor Landscape:** In the ETF world, understanding where assets are held—and who holds them—isn't always straightforward. Without access to key data, the team found it challenging to assess their market position or identify competitor relationships.

- **Lean Sales Team Needed Scalable Tools:** With just a handful of internal & external representatives, the firm needed tools that could help them cover more ground without increasing headcount, particularly when targeting new markets or preparing for outreach.

- **Lack of Advisor-Level Intelligence:** Without a centralized platform, the team lacked visibility into advisor backgrounds, product exposure, and firm affiliations—critical insights needed to target the right people with the right message.

Why They Chose FINTRX

The decision to adopt FINTRX was driven by its breadth of coverage across RIAs & broker-dealers, as well as the depth of advisor-specific data, including 13F filing visibility. FINTRX provides F/m Investments with the advisor-level intelligence they need—covering firm affiliations, product exposure, and geographic insights—to confidently uncover and prioritize distribution opportunities.

Results & Key Benefits

Since bringing FINTRX into their workflow, F/m Investments has gained greater clarity into its target markets and strengthened its approach to outbound engagement. From uncovering new advisor relationships to enhancing campaign execution, FINTRX has become an integral tool for driving distribution growth.

- **Territory Building & Geographic Targeting:** The team builds precise territory lists based on metro area, AUM exposure, or ETF usage—empowering more focused outreach. As Carl shared, *“Being able to leverage searches—whether it’s advisors in a certain city or with a certain AUM focus—has been a huge help.”*

- **AI Tools for Smarter Prep & Messaging:** Powered by FINTRX’s AI Analyst, tools like *Prep Me for a Meeting* and the *Intro Email Generator* have streamlined research and campaign messaging—especially when entering new markets. Carl described the functionality as *“scary cool,”* noting its ability to instantly surface key insights and talking points ahead of every call.

- **Strategic Search & Filtering Capabilities:** By filtering for advisors aligned with F/m’s products—or competitors’—the team now targets outreach with far greater precision, creating more relevant and impactful marketing and sales initiatives

- **Instant Access to Advisor Intelligence:** Extensive firm profiles and Smart Bios give the team a detailed view of advisor backgrounds, interests, and affiliations—allowing for well-informed, personalized engagement at every stage of the funnel.

“We do a lot of email marketing campaigns and are always trying to tweak our message so it’s most effective and impactful. Having that extra tool—like AI Analyst that helps craft messaging or prep for a meeting—is very valuable. It’s scary cool. It gives you a running list of key points before a call, which is a huge help as we try to get into new spaces and understand the advisors before the meeting even happens.”

Carl Berg

Senior Vice President; Director of Sales Operations & Analytics at F/m Investments

About FINTRX

AI-Powered Data Intelligence on RIAs, Family Offices, Advisor Teams, Broker-Dealers & more

FINTRX is the leading private wealth intelligence platform, offering the industry's most expansive and up-to-date data on family offices, investment advisors, broker-dealers, wealth teams, and more.

Powered by industry-leading AI, FINTRX turns data into actionable intelligence, helping firms distribute funds, raise capital, and identify advisor M&A and recruiting targets - all designed to drive strategic growth.

GET STARTED TODAY

Fund Distribution

Empower your ETF, mutual fund & product distribution efforts with actionable insights tailored to your goals. Uncover trends, analyze holdings, optimize your distribution strategies, and identify key market opportunities.

Learn more

Asset Raising

Target the right investors, personalize outreach & accelerate capital-raising with data on 4,000+ family offices, including investment preferences, direct investment activity, and key investment decision-makers.

Learn more

Advisor Recruiting & M&A

Identify high-potential advisor teams, assess recruitment opportunities, and craft strategic pitches. Perfect for targeting wirehouse teams, independent RIAs, or wealth management entities with data-driven insights to enhance your recruiting and acquisition efforts.

Learn more