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## With DOL in mind, Insurance wholesaler starts an RIA

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By Editorial Staff     Thu, Apr 7, 2016

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*'With the pending DOL rule, we feel that Sawtooth is helping us to be uniquely positioned to help our advisors satisfy the requirements of the new rule,' said a release from Advisors Excel in Topeka, KS.*

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Insurance marketing organization Advisors Excel has launched AE Wealth Management, an SEC registered investment advisor firm, in partnership with Sawtooth Solutions, a technology-focused company concentrating on wealth management platforms, according to an Advisors Excel release this week.

Topeka, Kansas-based Advisors Excel said it “recently made the decision to expand to the investment advisory space to provide more comprehensive services to the 650 independent financial professionals it supports.”

“Many of our advisors are focusing... on growing the wealth management side of their practice,” said Advisors Excel co-founder Cody Foster in a prepared statement. “With the pending DOL rule, we feel that Sawtooth is helping us to be uniquely positioned to help our advisors satisfy the requirements of the new rule.”

Sawtooth Solutions delivers both Unified and Separately Managed Account programs (UMA/SMA) through integrations powered by the Salesforce.com client relationship management (CRM) platform.

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