



For Immediate Release
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American Portfolios Financial Services Rolls Out Social Media Program

HOLBROOK, N.Y. (August 19) — In a recent memo, American Portfolios Financial Services, Inc. (APFS) President of National Sales and Marketing Joby Gruber announced that social media is officially “open for business” to all affiliated colleagues. APFS has teamed up with Socialware, a company dedicated to helping the financial industry build a compliant social business policy. Together, APFS and Socialware have created a compliance-approved social media circuit that will allow advisors to utilize the top three social media platforms of Facebook, LinkedIn and Twitter for business purposes.

APFS is eager to help affiliated colleagues venture into this new and exciting form of communication and “finally embrace social media with open arms, as many other businesses already have.” Socialware offers webinars and helpful tools, while APFS offers sign up help and assistance in order to educate and lead advisors down the path to successful social business.

“APFS has found a way to embrace this new and exciting form of communication, which is now being formally opened to our affiliated colleagues who want to use it to grow their practices,” Gruber stated. Social media will offer an innovative way to communicate and maintain essential relationships. APFS feels so strongly about the adoption of social media that it has graciously subsidized the Socialware sign up fee stating that they “do not want cost to stand in” advisors’ ways.

“Our business is so obviously based on relationships and communication. Social media offers a new way, an easier way, to communicate and maintain those essential relationships. You can get on board with social media now or later, but either way, this is the future,” Gruber concluded.

About American Portfolios

Headquartered in Holbrook, N.Y., APFS is a full-service independent broker/dealer offering a complete range of financial services, including personal financial and retirement planning, securities trading, mutual funds, access to investment research, long-term care planning, insurance products and tax-free investing. Fee-based asset management is offered through its subsidiary company, American Portfolios Advisors, Inc., (APA), an SEC registered investment advisor. Full-service securities brokerage is available through its clearing firm relationship with Pershing, LLC, the securities of which are held on a fully disclosed basis. The company currently serves more than 786 independent investment professionals located in 362 branch locations throughout the nation.

About Socialware

Based in Austin, Texas, Socialware provides software that empowers financial services marketing and sales to profitably build valued business relationships. With unmatched expertise drawn from over 100 clients, Socialware is the trusted standard for social business management in financial services industries. You can find out more about Socialware at www.socialware.com, as well as on Twitter: @Socialware. You can also read their blog: <http://blog.socialware.com>

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