



AMERICAN PORTFOLIOS FINANCIAL SERVICES, INC.
4250 VETERANS MEMORIAL HWY. | SUITE 420E
HOLBROOK, N.Y. 11741

FOR IMMEDIATE RELEASE, CONTACT:
Melissa Grappone, VP of Mktg. & Corp. Comm.
PHONE: 631.439.4600, ext. 108
E-MAIL: mgrappone@americanportfolios.com

American Portfolios Ranks No. 3 Medium-Sized Employer in the Best Companies to Work for in New York State for 2020

HOLBROOK, N.Y. (Aug. 18, 2020)—American Portfolios Financial Services, Inc. (AP)—a privately-held, independent broker/dealer that services financial advisors across the country—is pleased to formally announce that it has been ranked No. 3 in the category of medium-sized employers in the Best Companies to Work for in New York State for 2020 by the New York State Society for Human Resources Management (NYS-SHRM) and the Best Companies Group (BCG). The annual awards are part of a program that identifies, recognizes and honors the best places of employment in New York, whose practices benefit the state’s businesses, economy and workforce. This is the fifth consecutive year AP has been recognized by NYS-SHRM and BCG.

“AP is honored to be recognized for the fifth time by NYS-SHRM and BCG,” states Vice President of Human Resources Lisa DiBella. “What makes this awards program so special is that it celebrates employee voices. Our employees are the heart of the firm and we thank them, once again, for making this achievement possible.” Chief Administrative Officer Dalchand Laljit adds, “AP maintains its commitment to create an environment in which its employees feel fulfilled, respected and valued. We continuously strive to create a nurturing and welcoming workplace where people are treated well, equipped to do their jobs and are motivated to go the extra mile.”

In 2016, AP was formally recognized by the NYS-SHRM and the BCG in the category of small/medium-sized employers, in which the firm ranked No. 1. The independent broker/dealer once again ranked within the top 10 in 2017, 2018 and 2019. On Aug. 5, 2020, 75 employers from NYS were honored at the 13th annual awards event, a virtual celebration during which rankings were revealed.

AP’s 100-plus employees work collaboratively to service the business needs of more than 850 independent investment professionals and their affiliated assistants, as well as support staff, located in 408 branch offices throughout the United States. Employees are part of a corporate culture that embraces the tenets of the company’s strategic roadmap for sustainable growth, which is built on six equally important, interconnected strategic company perspectives—People, Innovation, Process, Customer, Financial and Community—and the foundation from which all planning and executions are derived.

AP, deemed an essential business by the Department of Homeland Security, continually strives to ensure that its employees are afforded a positive and supportive work environment. This was made more evident by the firm’s quick response to the coronavirus (COVID-19) pandemic, ensuring that 95 percent of its employees were transitioned to remote working environments to ensure their safety, as well as that of the 5 percent of employees who remained at AP headquarters to handle vital on-site processes while socially distancing. AP made a steadfast promise to all employees, stating that they would not face financial hardship in the face of the pandemic. Despite the economic uncertainty, AP staff members still received yearly bonuses and merit increases. To date, the majority of the firm’s home office staff continue to work in a remote environment while the firm strictly tests its COVID-19 back-to-work plan.



Employees receive a robust benefits package, inclusive of health insurance, free life insurance, unprecedented 401(k) matching, stock options, bonus incentives, and performance and service awards. The firm is highly invested in the educational betterment of its employees, offering tuition reimbursement, free license testing, and unlimited training seminars and courses. AP also provides Six Sigma training and robust customer service guidance, which helps staff members to firmly establish the “Voice of the Customer,” resulting in the ability to consistently exceed client needs and expectations. Additionally, the company recognizes the importance of work-life balance by offering employees a flexible work schedule, shortened working hours on Fridays throughout the year, a casual dress code, appreciation events, massage sessions, health and wellness lunch and learns, and private coaching sessions with a registered dietician. AP employees also receive full pay for up to 12 weeks of leave while out on FMLA in order to maintain financial stability. The firm has also enacted an employee mentorship program that is designed to nurture AP’s emerging business leaders.

As an integral part of its strategic focus, ingrained in its corporate culture is a keen awareness to the community by taking part in many socially responsible programs through its non-profit, American Portfolios Foundation, namely its ongoing association with other non-profit organizations like World T.E.A.M. (WT), which organizes athletic events for disabled and able-bodied citizens to achieve a common goal. Employees actively volunteer, coach and compete in WT events, including the annual Face of America bike ride. The firm also has a long-standing relationship with Virtual Enterprises International, Inc. (VEI), an experiential learning program that fosters the nation’s future business leaders, by hosting and judging business plan competitions, as well as facilitating summer interns at the corporate offices and practices of its investment professionals through its AP-VEI Internship Fellows Program.

About American Portfolios

Headquartered in Holbrook, N.Y., American Portfolios Financial Services, Inc. (APFS) is a full-service, independent broker/dealer and member firm of FINRA and SIPC, 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 sister subsidiary, American Portfolios Advisors, Inc., (APA), an SEC Registered Investment Advisor. Both entities, along with technology entity American Portfolios Advisory Solutions, LLC, collectively reside under the legal entity American Portfolios Holdings, Inc. (APH). Full-service securities brokerage is available through a clearing firm relationship with Pershing, LLC, a BNY Mellon firm, the securities of which are held on a fully disclosed basis. The company currently supports 850-plus independent investment professionals—inclusive of registered assistants—and more than 375 non-registered associates, located in 408 branch locations throughout the nation. It was named Broker-Dealer of the Year* (Division III) by Investment Advisor magazine for five consecutive years (2015-2019); a 2019 and 2020 WealthManagement.com Industry Award Finalist in multiple categories**; one of the Best Companies to Work for in the state of New York for five consecutive years (2016-2020) by the New York State Society for Human Resources Management (NYS-SHRM) and the Best Companies Group (BCG); and one of the Top Long Island Workplaces for 2018 and 2019 by Newsday.



** Based on a poll of registered representatives conducted by Investment Advisor magazine. Broker/dealers rated highest by their representatives are awarded "Broker/Dealer (B/D) of the Year."*

*** Wealthmanagement.com Industry Award finalists are selected by a panel of independent judges made up of subject matter experts in the industry. Award is based on support provided to AP's affiliated people and does not reflect public customers nor their account performance.*

About NYS-SHRM and the BCG

The NYS-SHRM operates as an affiliate of the nation's SHRM, which is the world's largest association devoted to serving the needs of and advancing the interests of the human resources profession. The BCG is an independent firm that manages the Best Places to Work programs on state, regional and national levels worldwide. The process of selection consists of two parts: a questionnaire completed by the employer, which details company policies, practices, benefits and demographics; and an employee engagement and satisfaction survey, which allows employees to rate their employer on a variety of practices, culture and overall fulfillment. The BCG conducts, analyzes and evaluates the surveys to reveal the 70 best companies to work for in the state of New York for the following year.

###