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American Portfolios Announces Technology Expansion with the Addition of Xtiva Intel and Upgrade to Xtiva Reward

HOLBROOK, N.Y. (Dec. 22, 2020)—American Portfolios Holdings, Inc. (APH), for the benefit of its related broker/dealer and registered investment advisor entities—American Portfolios Financial Services, Inc. (APFS) and American Portfolios Advisors, Inc. (APA), respectively—has made a major new commitment to Xtiva, the only provider of sales performance management technology and services exclusively for the financial services industry.

“American Portfolios (AP) has a long history of bringing leading technologies and tools into the many financial services practices we serve. Xtiva’s suite is an opportunity to do that again and accelerate the success of our affiliated investment professionals and the firm,” states CEO and CIO Lon T. Dolber.

“AP—as recognized by their industry awards and business performance—is a clear leader in the wealth management market. We appreciate the long-standing partnership between our organizations and look forward to further expanding on the value we bring to AP and their network of financial advisors,” explains Xtiva Chief Executive Tom Moysak.

The increased investments in tools to support advisor success, as well as organizational performance and growth, further advances the firm’s promise to provide its family of affiliated investment professionals with optimal services and support. AP’s new commitment to Xtiva builds upon a nearly two-decade relationship with the technology provider; Xtiva’s platform(s) is used by the firm’s accounting and commissions area as the method of payment for compensating AP’s affiliated financial advisors.

“Upgrading from AP’s legacy Xtiva compensation service to Xtiva Reward will give us some great leverage,” said CFO Damon Joyner. “The addition of Xtiva Intel capabilities for our affiliated financial advisors, their support staff and our home office team will further enhance many of the investments we have made in the business over the past decade.”

With an upgrade to Xtiva Reward, AP will leverage next-generation compensation tools purposely built for modern financial services organizations. The new addition of Xtiva Intel will unlock powerful performance optimization opportunities, delivering insights direct to the desktop and mobile devices of head office staff, field leaders and, most importantly, financial advisors and their practice partners.

The key benefits of the expansion include: (1) enablement of future-ready compensation capabilities that support growth, as well as organizational and practice flexibility to respond to opportunities; 2) improvements in operational efficiency and scalability; 3) performance optimization across the organization from advisor practices to the top-of-house; and 4) practice management tools and KPIs for enhanced intelligence and reporting.



About American Portfolios

American Portfolio Holdings, Inc. (APH) was formed in May 2000, establishing distinct and separate value for the following two wholly-owned subsidiaries and one limited liability company: 1) 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; 2) Fee-based asset management is offered through American Portfolios Advisors, Inc. (APA), an SEC Registered Investment Advisor; 3) American Portfolios Advisory Solutions, LLC (APAS) is a software development company and the technology arm for APH, which became operational in 2015. 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 860 independent investment professionals—inclusive of registered assistants—and more than 375 non-registered associates, located in 405 branch locations throughout the nation. It was named Broker-Dealer of the Year* (Division III) by Investment Advisor magazine for six consecutive years (2015-2020); a 2019 and 2020 WealthManagement.com Industry Award Finalist in multiple categories, and the 2020 winner in the service category of B/Ds under 1,000 representatives for its Virtual Administrative Services (VAS) program**; 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, 2019 and 2020 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 Xtiva

Xtiva Financial Systems provides the leading sales performance management (SPM) and incentive compensation management (ICM) systems for the financial services industry. Xtiva’s cloud-native SPM product suite enables financial organizations to drive scalable performance improvement through better business intelligence, sales enablement, talent management and supported by dynamic and compelling incentive compensation. Ninety financial service enterprises use Xtiva’s software, services and support, to maximize their salesforce investments and business performance.

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