



>>: American Portfolios Builds Their Business on Xtiva

“| *We pay to the penny in our business. Our reps have complete confidence in their commissions.* – Lon Dolbert, President & CEO.

Client: American Portfolios
Location: Holbrook, NY
Founded: 2001
Market Segment: Independent Contractor Retail Brokerage Firm
Solution: Xtiva Commission Manager, CommissionWeb



Overview:

Client Overview: American Portfolios has over 500 independent reps in more than 200 branches.

Business Need: In 2001 as a brand new brokerage firm, American Portfolios realized the value technology plays in building a new business. Firm founders wanted best of breed systems to accommodate all of their requirements rather than a one-size-fits-all system that handles a fraction of their requirements.

Solution: American Portfolios identified Xtiva’s solutions as the best, focused system to process commissions. They selected Commission Manager and CommissionWeb to handle commissions from day-one.

Benefits:

- Best of Breed: Xtiva met – and continues to exceed – the firm’s expectations for being the most comprehensive, focused commission and brokerage compensation solution.
- Ease of use and scalability: The same person who ran commissions for a \$6 million business in 2001 is still the only person running commissions as the firm approaches \$100 million.
- Flexibility: Starting on the very first day, American Portfolios leveraged Xtiva’s comprehensive rules-based commissions processing, and have evolved their rules over the years as their business has evolved.
- Decision support: Full visibility of the business, in real time, provides management with unparalleled decision support capability.



“| *Xtiva has been a critical component of our 1600% growth over just seven years.* – Lon Dolbert, President & CEO.

Case Study:

Background:

American Portfolios Financial Services, Inc. (APFS) is a full-service broker/dealer and registered FINRA/SIPC member firm whose primary function is to support independent financial professionals in private practice. Founded in 2001 in Holbrook, NY, American Portfolios has over 500 registered representatives in over 200 branches.

Challenges:

When the founders of American Portfolios strategized about their new firm, they created their business vision based on their prior experience at other firms. Rather than investing their start up funds into a one-size-fits-all system which only provides them portions of what they needed, they elected to invest in best of breed technologies that gave them the best capabilities in each area of the business. Therefore, they needed to find the best-fit product in each major area of the business, including commission processing.

Solution & Benefits:

American Portfolios chose Xtiva as their commissions management system. They were inspired by the system’s ease of use, its rules-based approach and the accuracy of the results. Moreover, they found that the Xtiva team was highly knowledgeable in the industry and great to work with. Another motivating factor was Xtiva’s ability to streamline their processes and provide a fully automated solution to processing commissions.

Perhaps the greatest benefit that American Portfolios gained from Xtiva is the life-long partnership with Xtiva in supporting their business. Lon Dolbert, President and CEO of American Portfolios, says that even he is easily able to maintain a book of business, which is run through Xtiva. The accuracy and transparency of data throughout the system has allowed firm management to make key decisions for the business, and visibility to the reps keeps them happy and producing.