



## **Nexus Strategy Expands Consulting Practice in Fast-Growing RIA Marketplace**

*~Blue-chip Client List Passes 25*

**Larkspur, CA, May 12, 2008**— In response to the strong demand by financial services and technology companies to understand and market into the independent registered investment advisor (RIA) marketplace, Nexus Strategy, LLC has reported the signing of its twenty-fifth consulting client.

Nexus Strategy, LLC, the comprehensive marketing consulting firm founded by Timothy D. Welsh, CFP®, a veteran executive at Schwab Institutional and Merrill Lynch, is in its second year of rapid growth.

“The independent advisor marketplace at over \$2 trillion in assets is the fastest growing and most attractive segment in the financial services industry today. But it is also one of the most fragmented markets, posing many challenges for product and service providers selling into this market,” said Welsh, President and Founder of Nexus Strategy.

To succeed in this marketplace requires a fundamental knowledge of independent advisors’ business models, the financial planning process and how RIAs deliver advice to investors. “We have found that a strategic focus, patience and a multi-channel approach to marketing to RIAs, yields dramatic results. For many of our clients, they are reporting record results and sales increases of nearly 300 percent,” Welsh said.

“I’ve been extremely pleased with the market’s reception of Nexus Strategy, LLC and we are looking forward to capitalizing on the many opportunities with RIAs today.”

### **About Nexus Strategy, LLC**

Nexus Strategy is an innovative consulting firm that provides strategic marketing advice, research and guidance to the financial services industry. Current clients include major financial institutions, technology firms, broker/dealers, custodians, investment product suppliers and industry associations. Additional information can be found at [www.nexus-strategy.com](http://www.nexus-strategy.com).

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