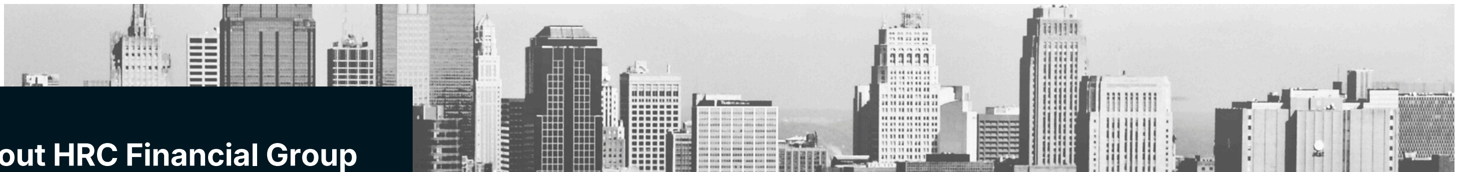
CASE STUDY | 2026

How HRC Financial Group Sharpens RIA Prospecting & Scales Distribution with FINTRX



About HRC Financial Group

HRC Financial Group is a third-party marketing and distribution firm founded in 2003 and headquartered in New York City. Operating through HRC Fund Associates, LLC (FINRA/SIPC) and HRC Portfolio Solutions, LLC, the firm represents a carefully curated roster of non-competing asset managers spanning mutual funds, closed-end interval funds, hedge funds, alternative strategies, and SMAs. Its product suite includes offerings in mortgage-backed securities, municipal arbitrage, and a flagship late-stage private equity fund — with a focus on niche and under-allocated asset classes that bring institutional-caliber strategies to the retail advisory space.

HRC's distribution model is built around the independent RIA channel, independent broker-dealers, and major wirehouses, with a regional sales team covering multi-state territories from the East Coast through California. The team's approach prioritizes fit over volume, identifying the right advisors for each strategy and executing outreach with precision across a network of more than 15,000 financial advisors.

Challenges

Before adopting FINTRX, HRC Financial Group relied on a legacy database that left meaningful gaps in its prospecting process. As the firm's distribution activity expanded and the sales team grew, the limitations of that toolset became increasingly apparent. Managing outreach across a multi-state territory without integrated data or a clean prospecting workflow created friction at every stage of the sales cycle.

- **Outdated Platform With Limited Functionality:** Exporting flat files and cross-referencing data manually was the norm. For a team running multi-state territories and growing fast, that kind of friction made it difficult to work efficiently at scale.

- **No Integration With the Sales Stack:** With the sales team spending the majority of the workday in Salesforce, having a separate, disconnected data source required constant context switching. There was no clean way to surface updated advisor contact information directly within the CRM.

- **Unreliable Contact Data & High Bounce Risk:** Cold email is a central part of HRC's outreach strategy, making data accuracy critical. Bounced emails and outdated contact records created deliverability risk and undermined the effectiveness of outreach campaigns.

- **Monitoring Advisor Growth Over Time:** Tracking how an advisor's AUM evolved over time required manual research. Without a reliable way to surface that growth, it was harder to prioritize which relationships had become more meaningful opportunities.

- **Getting in Front of Advisors in Transition:** When advisors move from wirehouses to independent RIAs, the window to make first contact is narrow. Systematically identifying and acting on those transitions quickly, before competitors, wasn't easy without the right data infrastructure in place.

Why They Chose FINTRX

A well-timed cold call landed at exactly the right moment: HRC was already in the market for a replacement for their legacy database. The combination of deep RIA data, Salesforce integration, and a cleaner day-to-day interface made the decision straightforward. From that first conversation to full implementation took only a matter of weeks.

Results & Impact

For a team that lives in Salesforce and runs on clean data, FINTRX quickly became a core part of how HRC prospects, prioritizes, and follows up. Today, the platform touches nearly every stage of the distribution process — and the results have spoken for themselves. Former colleagues who have since moved on to other firms have reached out to Nick directly asking for an introduction to the FINTRX team.

- **A Single Source of Truth Inside Salesforce:** With FINTRX embedded directly in Salesforce, reps no longer need to toggle between platforms to verify or update advisor contact information. Current, verified contact data surfaces directly in the CRM — outdated records are resolved on the spot, with no interruption to the workflow.

- **Cleaner Data, Lower Bounce Rates:** Cold email is central to HRC's outreach strategy, making data accuracy critical. As Nick Alessandrini, Regional Sales Director at HRC, put it, *"your data seems to be extremely proficient and clean...a lot of times you don't want your bounce rate to be high, and being able to get it delivered to the correct person with the correct email is extremely important."*

- **Targeted Outreach Built Around the Right Filters:** FINTRX is used daily to build focused prospect lists based on geography, AUM, alternative investment exposure, and private equity allocations. Beyond prospecting, the platform also helps track how existing relationships have grown over time, surfacing when an advisor has scaled into a more meaningful opportunity and making it easier to prioritize where to focus next.

- **First-Mover Advantage on Advisor Transitions:** HRC runs FINTRX's newly registered RIA list regularly to identify advisors who have recently made the move to independence. Getting to these advisors early, before competitors, has become a meaningful part of the prospecting strategy. As Nick noted, *"when you can be the first one in line to make that phone call, it's extremely helpful."*

- **AI Search Powering Trip & Territory Planning:** FINTRX AI Search has become a go-to for territory prep. Before a colleague's trip to New Jersey, an AI search query surfaced RIAs with over $50 million in AUM within 20 miles of Red Bank, generating a targeted call list in seconds. The result: a few calls and a couple of meetings booked.

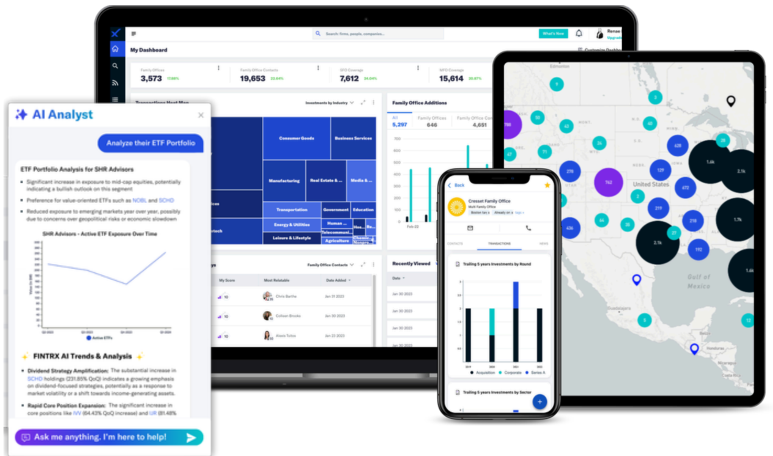
- **Consistency Across a Distributed Team:** With reps spread across multiple states, FINTRX has helped standardize how HRC prospects and executes outreach. Everyone follows the same process: build a clean list, send a formatted email, and follow up on clicks and engagement signals.

"It's made it very simple for us to go in there, put a couple of filters on there, and come up with a really clean idea of where we need to focus our time."

Nick Alessandrini
Regional Sales Director,
HRC Financial Group

About FINTRX

AI-Driven Private Wealth Intelligence That You Can Trust



FINTRX is the leading private wealth intelligence platform, offering the industry's most expansive and up-to-date data on registered investment advisors, broker-dealers, wealth teams, family offices, endowments, and foundations.

Powered by industry-leading AI, FINTRX helps firms distribute funds, raise capital, recruit advisors, identify M&A targets, and drive strategic growth.

FINTRX now provides access to data and intelligence covering 850,000+ financial firm and contact records, including more than 4,400 family offices and 44,000 RIA and broker-dealer firms.

To learn more or request a trial, scan the QR code below.

Fund Distribution

Empower your ETF, mutual fund & product distribution efforts with actionable insights tailored to your goals. Uncover trends, analyze holdings, optimize your distribution strategies, and identify key market opportunities.

Advisor Recruiting and M&A

Identify high-potential advisor teams, assess recruitment opportunities, and craft strategic pitches. Perfect for targeting wirehouse teams, independent RIAs, or wealth management entities with data-driven insights.

Asset Raising

Target the right investors, personalize outreach & accelerate capital-raising with data on 4,400+ family offices, including investment preferences, direct investment activity, and key investment decision-makers.

Lead Generation

Instantly surface RIAs, broker-dealers, and family offices that align with your product or service, eliminating wasted outreach.