

CASE STUDY | 2026

# How Xcelsior Advisor Partners Powers Its National RIA Recruiting Strategy with FINTRX

## Xcelsior Advisor Partners

Xcelsior Advisor Partners is an independent RIA platform built to help financial advisors break away from wirehouse and regional broker-dealer environments and build their own practices on their own terms. The firm handles the operational infrastructure — compliance, technology, vendor management, transitions, and even branding — so advisors can focus on clients from day one. In exchange, Xcelsior takes a 15% platform fee, giving advisors an 85% payout, one of the more competitive structures in the independent space. Unlike larger aggregators, advisors on the platform are not locked into proprietary models or mandated technology — they can use any product or service that fits their practice.

The firm is in an active growth phase, with recruiting at the center of its strategy. Max Rathman, National Director of Branch Development, leads that effort — identifying, engaging, and converting breakaway advisor candidates across the country. As Xcelsior expands into new cities and states, the ability to prospect precisely and efficiently has become a core operational priority.

## Challenges

Before adopting FINTRX, Max Rathman, National Director of Branch Development at Xcelsior Advisor Partners, relied on personal relationships and a third-party database that had grown increasingly limited. Turning a raw list of names into a shortlist of qualified candidates required hours of manual research—slowing the recruiting process before outreach even began.

- ◆ **No Depth Behind the Names:** The firm's previous database provider surfaced advisors by name and location but lacked the depth of context needed to make outreach count. Filtering to the right firm types, advisor tenures, and credentials was just the starting point.
- ◆ **Hours of Pre-Call Research Before Outreach:** After pulling a list, Max would manually cross-reference LinkedIn profiles, team websites, and firm information to build enough context to have a meaningful first conversation.
- ◆ **No Way to Assess Fit Without Extensive Legwork:** Identifying whether an advisor was actually worth calling required piecing together signals from multiple places: tenure at the current firm, team structure, certifications, and background. There was no single place where that picture came together.
- ◆ **Prospecting Driven by Guesswork on Fit:** Without consolidated intelligence, identifying high-probability candidates meant relying on incomplete data. Even basic signals—like advisor tenure—required manual validation, slowing down his ability to prioritize the right outreach.
- ◆ **Spreadsheet-Based Workflow That Did Not Scale:** Managing candidates meant maintaining and updating spreadsheets built from data pulled across multiple sources. As Xcelsior's recruiting ambitions expanded nationally, that approach was not going to hold.

# Why They Chose FINTRX

Xcelsior Advisor Partners turned to [FINTRX](#) to replace a fragmented, manual recruiting process with something far more targeted. Max needed a way to quickly isolate advisors who fit his exact criteria—tenure, structure, and business model—without relying on stitched-together data or gut instinct. More importantly, he needed those signals to be consistent across every search, not something he had to re-validate one name at a time.

## Results & Impact

Time that was once spent validating candidates before a single call is now spent engaging them. Instead of working through raw lists, outreach starts with pre-qualified advisors—backed by clearer signals and more relevant context.

- ◆ **Research Time Cut to a Fraction:** What once required hours of cross-referencing across databases, LinkedIn, and firm websites is now handled in a single workflow, eliminating the manual effort that previously slowed down candidate validation and early-stage outreach.
- ◆ **Smarter Filtering That Reflects How He Recruits:** Max prioritizes precision over volume — fewer calls with higher conviction. He filters by geography, firm type, and tenure, using time at the current firm as a key signal to identify advisors who are far enough into their tenure to be worth engaging. Filters that once required manual validation on every name now apply consistently across every search.
- ◆ **Built-In Context That Translates to Better Conversations:** The individual advisor summaries in FINTRX have become central to Max's call preparation. As he put it, *"the quick summary story on each candidate is my lifeblood...I love to see their story and incorporate it into my call somehow."* That level of personalization translates directly to better conversations.
- ◆ **Immediate Time-to-Value:** Max was up and running with meaningful lists on his first day using the platform. He identified the five key filters he needed, built his initial lists, and moved into outreach without a lengthy ramp period.
- ◆ **A Platform the Firm Sees as Critical Infrastructure:** Max pushed for FINTRX to solve a specific problem: getting from broad lists to actionable recruiting targets without the manual lift. It's now central to that workflow—powering how he identifies, filters, and prioritizes opportunities as the firm expands. *"I don't know how I would do it without it."*

***"I was spending too much time on due diligence. FINTRX now does that for me all in one place. That's the difference-maker."***

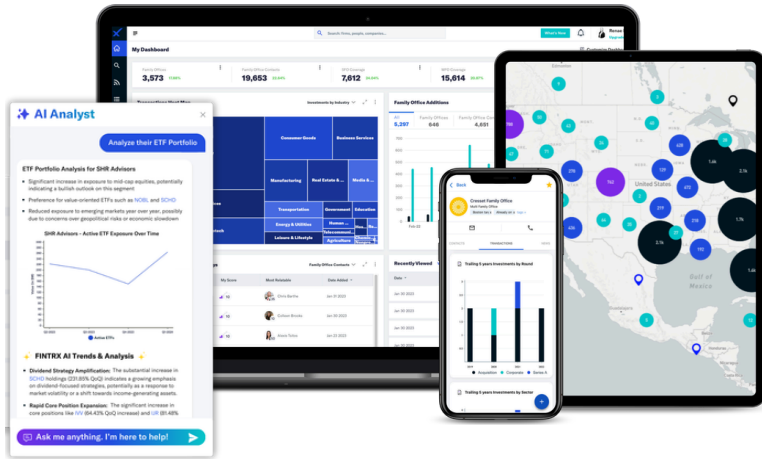


**Max Rathman**

National Director of Branch  
Development, Xcelsior Advisor Partners

# 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.



## [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.

## [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.

## [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.