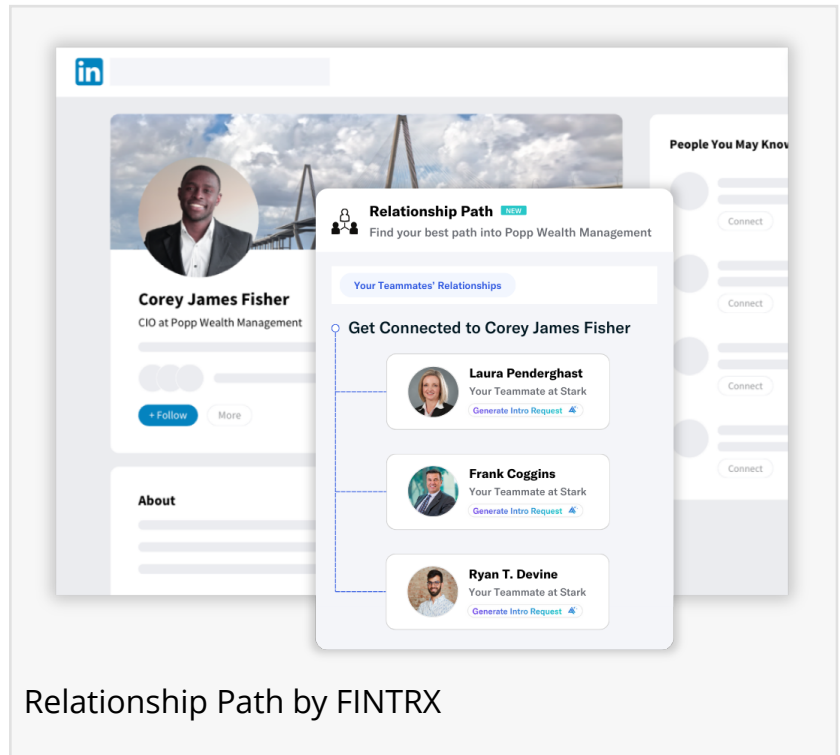




FINTRX Announces the Launch of Relationship Path: AI Powered Relationship Intelligence

FINTRX is thrilled to announce the launch of its highly anticipated feature, Relationship Path, powered by FINTRX AI.

BOSTON, MA, UNITED STATES, March 11, 2024 /EINPresswire.com/ -- [FINTRX](#), the leading provider of family office and registered investment advisor data intelligence, is thrilled to announce the launch of its highly anticipated feature, [Relationship Path](#), powered by FINTRX AI. This groundbreaking addition to the FINTRX Platform delivers users with unparalleled insights and relationship mapping capabilities, revolutionizing how they engage with prospects, leverage their relationships and drive warm introductions.



Relationship Path by FINTRX

Relationship Path is purpose built to enhance the prospecting and networking process for FINTRX users. It provides relationship intelligence on millions of financial professionals, including seamless access to warm introductions, streamlining the path for FINTRX users to reach desired firms and contacts. By syncing LinkedIn connections or manually adding relationships, users gain transparency into their network as well as their teammates' connections, unlocking valuable insights into the most effective approach to engage potential clients.

"Our team is incredibly excited to introduce Relationship Path to our users," said Russ D'Argento, Founder and CEO of FINTRX. "We recognized the need for a more efficient and effective way to navigate the complex landscape of prospect engagement. With Relationship Path, we're providing our users with the pathways they need to maximize their network to make meaningful connections and drive successful outcomes."

Key Features of Relationship Path:

+ Warm Introduction Finder: Users gain access to their teammates' connections, enabling them

to identify warm introduction opportunities within their network.

+ Search by Team Members Relationships: Users can run searches based on specific team members, allowing for targeted outreach and warm introductions.

+ Weighted Algorithms to Unlock Best Paths to Key Prospects: Relationship Path utilizes a weighted algorithm to identify the most optimal introductions based on previous work experience, shared university alumni, and other relevant factors.

+ AI-Powered Email Composing: Users can leverage AI to compose personalized emails to their network, saving time and increasing efficiency in reaching out for introductions.

To learn more about Relationship Path and how it can supercharge your prospect engagement, visit <https://www.fintrx.com/relationship-path>

About FINTRX:

FINTRX is a vertically integrated software and data platform that enables wealth professionals, financial institutions, and asset management firms to seamlessly map, access, and sell into the global family office, broker dealer, and registered investment advisor (RIA) ecosystems. With its advanced AI technology and comprehensive data, FINTRX empowers financial professionals to make more informed decisions, build stronger relationships, and drive business growth.

Thousands of users at leading firms trust FINTRX to leverage the power of intelligent data, target the correct firms for capital raising, build stronger relationships, and make better data-informed decisions. FINTRX's intuitive search engine, proactive alerts, network-expanding capabilities, and warm introduction paths help customers efficiently uncover new opportunities to grow their businesses and drive successful outcomes.

Access to FINTRX data is delivered via its award-winning cloud-based platform, fully integrated iOS mobile applications, and many CRM and API connectors, including Salesforce, Navatar, Hubspot, Snowflake, and others.

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