**eMoney Contact:** Kelly Waltrich

SVP, Marketing and Communications

(o) 610.684.4653 | (m) 610.304.6538

[kwaltrich@emoneyadvisor.com](mailto:kwaltrich@emoneyadvisor.com)

**Creating A Platform of Choice: eMoney Advisor Launches Integration with MoneyGuidePro®***Top two wealth-planning tools join forces to reinforce commitment to advisor success.*

**ORLANDO, FL – October 21, 2015** **–** [eMoney Advisor](http://www.emoneyadvisor.com/) ("eMoney"), a leading provider of advanced wealth-planning solutions for financial advisors, today launched the integration of [MoneyGuidePro](https://www.moneyguidepro.com/ifa/)’s goal-based financial planning engine into eMoney’s emX Select platform. The integration provides financial advisors the flexibility to meet their clients’ full range of interactive goal- and cash flow-based planning needs, while leveraging the power of eMoney’s comprehensive wealth-management platform, from one tool.

“We want emX to become a true platform of choice,” said Drew DiMarino, Senior Vice President, Head of Sales. “That means giving advisors the freedom to access a variety of technology applications that best meet their needs— including CRM, performance reporting, risk tolerance *and* financial planning solutions—in combination with our unmatched advisor and client experience.”

The integration offers eMoney Advisors access to MoneyGuidePro’s intuitive retirement, health care, Social Security, estate, and college planning functions, as well as its asset allocation and insurance needs analysis features. And with seamless, single sign-on functionality from several places within emX, including the Plans overview page, access to both eMoney’s interactive cash flow-based and MoneyGuidePro’s engaging goal-based planning methods allows advisors to meet their clients’ unique planning needs from within a single platform.

“We realize there are a lot of advisors that see the value of having access to eMoney’s platform and cash flow-based planning capabilities, *and* MoneyGuidePro’s goal-based planning tools,” he continued. “Why should they have to choose either or? Now, they can have both.”

MoneyGuidePro President, Kevin Knull, echoed that sentiment. “Finally, I expect the industry will understand we are both dedicated to helping advisors deliver a better experience to their clients. While emX establishes itself as the ‘platform of choice’, the singular focus of MoneyGuidePro is to provide an even better and more engaging goal-based financial planning experience.”

The integration, which was announced at [eMoney’s Advisor Summit in Orlando, Florida](https://twitter.com/search?q=%23eMoneySummit15&src=typd), will be available to non-enterprise subscribers within the next few weeks.

“Financial advisors now have a tremendous opportunity in front of them,” said DiMarino. “The progression of advisor technology over the past 10-15 years has been pretty amazing. From a handful of start-ups working separately to improve individual aspects of an advisor’s business, to the focused and collective effort we’re seeing today—just imagine what the future holds if we as an industry continue to move together at this pace.”

Kevin Knull added, “As the industry continues the race to commoditize asset management, our integration will further help move financial planning to the center of the client/advisor relationship. Firms are recognizing they no longer have time to slowly increase the adoption of financial planning. If our joint efforts result in advisors being able to deliver a larger number of quality financial plans, then we will have succeeded in achieving our objective.”

Other integrations available in eMoney’s emX Select platform include, [Albridge](http://www.albridge.com/index.html), [AdvisoryWorld](http://www.advisoryworld.com/), [BizEquity](https://www.bizequity.com/), [Digital Fortress](http://blog.emoneyadvisor.com/emoney-news/press-releases/emoney-advisor-completes-new-emx-select-integration/), [Dropbox](http://www.dropbox.com), [Envestnet](http://www.envestnet.com/), [HiddenLevers](https://www.hiddenlevers.com/), [Morningstar](http://www.morningstar.com/), [Orion](http://www.orionadvisor.com/), [Redtail](http://corporate.redtailtechnology.com/) and [Riskalyze](http://www.riskalyze.com), as part of eMoney’s goal to build a single wealth management portal that streamlines the way advisors manage their businesses.

About eMoney Advisor

eMoney Advisor, LLC (“eMoney”), based in Conshohocken, Pennsylvania, is the only wealth-planning system for financial advisors that offers superior transparency, accessibility, security, and organization for everything that affects their clients’ financial lives. A technology envisioned and created by advisors for advisors, eMoney's award-winning software and resources are tailored to transform the advisor's ability to implement comprehensive financial plans and prepare their clients for a secure financial future. For more information, please visit: [www.emoneyadvisor.com](http://www.emoneyadvisor.com)*.*

About MoneyGuidePro

MoneyGuidePro, innovated by PIEtech, Inc., is the industry’s leading financial planning software. MoneyGuidePro makes powerful, profitable planning easy, allowing financial advisors to help more clients achieve their financial goals. MoneyGuidePro provides college, retirement, estate and Social Security planning, investment and insurance needs analysis, technology integration and account aggregation. For more information, visit [www.moneyguidepro.com](http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.moneyguidepro.com&esheet=50980924&newsitemid=20141111005184&lan=en-US&anchor=www.moneyguidepro.com&index=2&md5=2705d8316041dbbda4d779ed7b097b3c).

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