

Press Release

FOR IMMEDIATE RELEASE

Contact

Jacki Linnehan

[jlinnehan@fuse-research.com](mailto:jlinnehan@fuse-research.com)

## **FUSE Unveils Plans to Dominate the Survey Business**

*Advisor Insights* Will Deliver Customized Market Feedback From Financial Advisors

December 19, 2023, Needham, MA -- FUSE Research Network, known for disrupting the status quo, is proud to announce the launch of a custom survey service *Advisor Insights* designed exclusively for investment management firms. This new offering creates a new value proposition tier for firms seeking specific and targeted insights to refine sales, marketing, and product development tactics.

"*Advisor Insights* combines FUSE's ongoing in-market expertise, a comprehensive full-service suite, and our unwavering commitment to delivering unparalleled overall value," said T. Neil Bathon, FUSE's Managing Partner. "This trifecta of strengths positions *Advisor Insights* as an unmatched custom survey tool. FUSE is breaking the hold that a few firms had on this critical component of business intelligence. We are opening doors for more investment firms to access high-quality and actionable insights captured directly from financial advisors," Bathon added.

Key features of the *Advisor Insights* service include:

- Access to an existing pool of **over 5,600 financial advisors**, which is expanding monthly.
- Robust selection criteria to refine target audiences across various dimensions such as distribution channel, book size, age, and practice type.
- Custom survey development tailored to clients' precise needs, guided by FUSE's expertise.
- Proven ability to transform survey findings into actionable tactical direction.

With 15 years of enhancing distribution effectiveness and 12 years of conducting advisor surveys, FUSE has fielded over 250 surveys -- garnering more than 3,300 responses in the last 12 months alone. This rich experience underpins the reliability and effectiveness of *Advisor Insights*.

Investment firms seeking to leverage this innovative service can contact Jason Heinhorst at (720) 221-5223 or via email at [jheinhorst@fuse-research.com](mailto:jheinhorst@fuse-research.com) for further information, comparisons with existing providers, or to request a quote on a new project.

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### [About FUSE Research Network LLC](#)

FUSE was launched in 2008 to deliver tactical decision support that improves the effectiveness of the sales, national accounts, marketing, and product functions at investment management firms. To deliver on its unique value proposition, FUSE has built a decision support team that is unparalleled in its ability to deliver



practical and actionable guidance in response to client challenges. By carefully cultivating a network of industry contacts from all facets of the business, FUSE is able to deliver solutions that go well beyond traditional business intelligence offerings.