

Turn client trust into local visibility, brand strength, and organic growth

Why This Matters Now

Prospects are increasingly finding advisors through **AI-powered search and local results** – often before ever visiting a website. Reviews and testimonials are now key signals that determine **who shows up** and **who gets trusted**.

Searches for “*financial advisor near me*” continue to rise, and firms with **consistent, recent reviews** are far more likely to be recommended. Without a coordinated approach, even strong RIA brands risk losing local visibility.

FMG Testimonials helps turn real client experiences into scalable visibility and growth signals.

The Challenge for RIA Growth Teams

Most RIAs know testimonials matter – but struggle to operationalize them at scale.

Common challenges

- Review generation is inconsistent across advisors and locations
- Best practices don’t scale without heavy manual effort
- Brand presence varies widely at the local level
- Advisor participation is uneven
- Leadership lacks visibility into what’s working

As AI-driven discovery accelerates, these gaps directly impact **inbound growth, recruiting, and brand credibility**.



What FMG Testimonials Delivers

FMG Testimonials gives RIAs a repeatable, firm-wide system for collecting, managing, and publishing client feedback – without adding headcount or creating chaos.

Core value for RIA leadership

- A standardized review strategy across advisors and offices
- Local visibility at scale, powered by consistent client feedback
- Brand consistency with flexibility at the advisor level
- Measurable inputs into organic growth and AEO performance

Client feedback becomes a **shared growth asset**, not a fragmented, one-off effort.

Built for Modern Search (AEO)

AI and answer-engine search tools don't rank firms on branding alone. They favor firms that are:

- Mentioned often
- Mentioned recently
- Described consistently by real clients

Reviews and testimonials provide the language and validation these tools rely on.

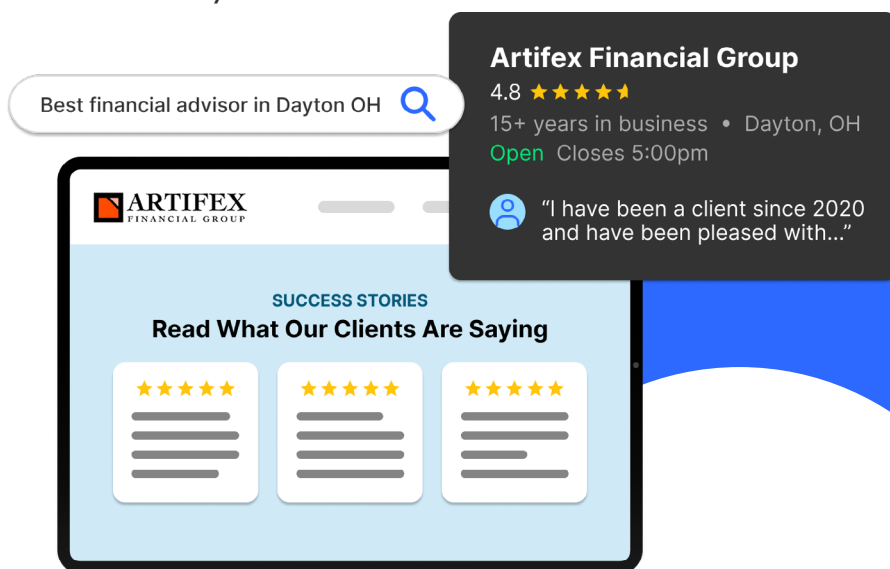
FMG Testimonials helps RIAs generate those signals continuously, supporting both traditional SEO and emerging AEO strategies.

If AI is becoming the new front door, reviews are now part of the signage.

How It Works

- Advisors are set up once with firm-approved outreach and cadence
- Review and testimonial requests run automatically
- Approved testimonials refresh on advisor and firm websites
- Google Reviews strengthen local search visibility
- Leadership gains insight into adoption and impact

The result: a steady flow of social proof that strengthens trust, visibility, and conversion – without ongoing manual work.



Outcomes RIAs Care About

- Stronger local visibility across advisor teams
- Better conversion from referrals and inbound traffic
- A more consistent, professional brand presence
- Growth without increasing marketing or operations headcount

Why Mid-Market RIAs Choose FMG Testimonials

- Built specifically for wealth management firms
- Designed to scale across advisors and locations
- Integrates naturally with FMG websites and campaigns
- Supports long-term AEO and organic growth strategy

See how FMG Testimonials helps RIAs turn client trust into local visibility and sustainable growth.

Book A Short Demo

We'll walk through how firms roll this out, where flexibility lives, and how it supports advisor-level growth.