



For Immediate Release  
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## **Socialware Interviews Lon T. Dolber on Future of Social Media in Financial Services**

HOLBROOK, N.Y. (July 29) — American Portfolios Financial Services, Inc. (APFS) has partnered with Socialware, a company that enables financial service firms to create a fully compliant social business policy. In a recent interview with Socialware, APFS President and CEO Lon T. Dolber explained why he strongly believes social media is the future in generating business for financial professionals.

In the opening of the interview, Dolber states, “Wayne Gretzky said he was a great player because he didn’t go where the puck was, he went where the puck was going to be; and this is where the puck is going to be.” Dolber sees the importance of making top social media platforms such as Facebook, LinkedIn and Twitter available to APFS affiliated colleagues and insists that social media “is a better way to communicate because it’s subtle; it’s not overt.” He considers social media “a better way to generate business versus the traditional methods that have been used for the last 10 years.”

Socialware is comprised of three applications: Compass, Insights and Voices. Compass establishes compliance policies, and monitors and archives social media activity while Insights offers best practices, quick start guides, compliance boot camp and policy templates. The Voices application allows individuals to distribute pre-approved content, drive engagement and measure performance. Dolber maintains that Voices truly added value to the proposition of Socialware and that “Voices is the value to the advisor.” As a historically forward-thinking company, APFS is thrilled to be one of the first of few financial firms to embrace the idea of social media and is proud to be ahead of the game.

## **About American Portfolios**

Headquartered in Holbrook, N.Y., APFS is a full-service independent broker/dealer and member firm of FINRA and SIPC, offering a complete range of financial services, including personal financial and retirement planning, securities trading, mutual funds, access to investment research, long-term care planning, insurance products and tax-free investing. Fee-based asset management is offered through its sister subsidiary, American Portfolios Advisors, Inc., (APA), an SEC registered investment advisor. Both entities, along with technology division American Outsources, LLC (AO) collectively reside under the legal entity, American Portfolios Holdings, Inc. Full-service securities brokerage is available through a clearing firm relationship with Pershing, LLC, a BNY Mellon firm, the securities of which are held on a fully disclosed basis. The company currently serves more than 786 independent investment professionals located in 362 branch locations throughout the nation.

## **About Socialware**

Based in Austin, Texas, Socialware provides software that empowers financial services marketing and sales to profitably build valued business relationships. With unmatched expertise drawn from over 100 clients, Socialware is the trusted standard for social business management in financial services industries. You can find out more about Socialware at [www.socialware.com](http://www.socialware.com), as well as on Twitter: @Socialware. You can also read their blog: <http://blog.socialware.com>

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