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### **RFG Advisory Named Finalist in *InvestmentNews*' 2021 Innovation Awards**

BIRMINGHAM, Ala.— *InvestmentNews* has recognized RFG Advisory “RFG”, as a 2021 Innovation Award finalist. RFG Advisory along with twelve other firms, were chosen as finalists from several hundred nominations by a committee of *InvestmentNews* representatives. The judges recognized firms for their creative and novel systems and improvements that help financial advisers take care of their clients, run their businesses and boost client outcomes.

“We are honored to be recognized by InvestmentNews as 2021 Innovative Awards finalist,” said Bobby White, Founder and CEO of RFG Advisory. “This achievement is a testament to RFG’s commitment to truly manifest innovation and reach a new platitude of growth at RFG. Simply put, innovation gives rise to a high-performance culture of A players here who literally think out of the box, and expansively.”

“This recognition of innovation by InvestmentNews is an incredible honor for RFG Advisory,” said Shannon Spotwood, President. “In an era marked by disruptive change, RFG’s belief is that innovation should be used to empower our advisors to serve their clients well and exceed their expectations. This recognition therefore is dedicated to them, who during the pandemic, leveraged our platform to forge a new level of service.”

Each of the advisers, executives and firms who made the fifth annual *InvestmentNews* Icons and Innovators list were chosen from a rigorous selection process designed to identify individuals and firms that contributed profoundly and consistently to the advancement of the financial advice profession and for conceiving new ideas and tools that have propelled the industry forward.

“The thirteen finance industry firms recognized as this year’s Innovation Award finalists have led significant changes that are transforming the financial advice industry,” said George Moriarty, Chief Content Officer of *InvestmentNews*. “We hope their stories will inspire others to bring forward the next big ideas.”

This year’s Innovation Summit and awards ceremony will be held Nov. 16. RFG will be honored along with the other individuals and firm finalists, and the summit will include panel discussions, TED-style talks, and gathering the industry’s biggest names and brightest minds, along with an award session.

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“The thirteen Innovation Award firm finalists are introducing creative and effective solutions to some of the industry's most challenging questions,” said Moriarty. “As our profession continues to evolve, it is more important than ever to embrace the power of innovation.”

To learn more about RFG Advisory, and the other finalists and winners, please go to <https://iconsandinnovators.com/> for more information.

## About *InvestmentNews*

*InvestmentNews* is the leading source for news, analysis and information essential to the financial advisory community. Since 1998, our standard of editorial excellence and deep industry knowledge has allowed us to educate, inform and engage the most influential financial advisers. Through our weekly newspaper, website, newsletters, research, events, videos and webcasts, *InvestmentNews* provides exclusive and up-to-the-minute news, as well as actionable intelligence, that empowers financial advisers to serve their clients and run their businesses more effectively whenever, however and wherever they need it. *InvestmentNews*' headquarters is located in New York, with an office Washington D.C. *InvestmentNews* is part of London-based Bonhill Group plc.

## About RFG Advisory

RFG Advisory is an innovator in the wealth management industry. Passionately committed to serving independent financial advisors and their clients, RFG Advisory prides itself on being a service company first, a technology company second and a hybrid-RIA third. RFG Advisory delivers a turn-key integrated platform that provides Advisors all of the tools and resources they need to be the CEO of their practice, not the COO, including turn-key technology, institutional-caliber investment management, marketing, compliance, business consulting and operational support. Focused on amplifying independence, Advisors who affiliate with RFG Advisory maintain all of the equity in their business and pay a basis point fee for access to RFG's investment and technology platform. Additionally, through RFG Capital, the firm buys stakes in advisor practices to facilitate succession planning and provide loans to advisors to enable the move to full independence.

Learn more at RFG Advisory at <https://www.rfgadvisory.com/> and follow RFG Advisory on [LinkedIn](#), [Twitter](#), and [Facebook](#).

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