

VANCOUVER, June 6, 2016 /CNW/ - Maximizer CRM, a leading provider of customer relationship management (CRM) solutions, reports that its Wealth Manager software for financial advisors has seen adoption rates increase by 120% since this time last year.

"We are not surprised to see such a significant spike given the current focus on transparency in this industry," says John Easton, Director of Wealth Management for Maximizer CRM.

He says the dramatic uptick in adoption rates are an indicator that more and more advisors are appreciating the many benefits of using Maximizer to stay compliant with CRM 2.0 requirements while building their book of business.

In the words of Maximizer CRM customer Afif (AJ) Jawad, Senior Investment Advisor, HollisWealth, Edmonton, "Maximizer CRM Wealth Manager is the heart of my business. It ensures that all client transactions are logged and that documentation is archived for compensation reporting purposes. I also appreciate its fully customizable dashboard. And, because it's cloud-based, everything I need is just a click or two away, no matter where I am."

Other reasons why Maximizer CRM Wealth Manager is the clear choice for Canadian financial professionals:

- it was developed with input from Canadian advisors, using terminology and a system structure specific to the industry;
- it is sensitive to the Canadian regulatory landscape including CRM 2.0 requirements with regular updates to guarantee currency;
- it is customizable to each client's needs, or ready to go out of the box making it a cost-effective solution for small- to medium-sized offices.

Get to know Maximizer CRM Wealth Manager

Learn more about how Maximizer CRM Wealth Manager helps advisors be compliant and successful in the age of CRM2 requirements, and try it yourself with a hands-on demo. Visit us at Advocis (Sheraton Vancouver Airport Hotel, Vancouver), June 9 and at the Million Dollar Round Table (1055 Canada Place, Vancouver) June 10.

About Maximizer

Since 1987, Maximizer has delivered Customer Relationship Management (CRM) software and professional services meeting the needs, budgets and access requirements of small to medium businesses. Simple, configurable and affordable, Maximizer CRM enables organizations in all industries and markets to increase sales, enhance marketing and improve customer service while boosting productivity and revenues. Headquartered in Vancouver, Canada, with worldwide offices and business partners, Maximizer Services Inc. has sold over one million licenses to more than 120,000 customers. For more information, please visit: www.maximizer.com.

SOURCE Maximizer Software

Contact

Karen Henrich, Media Relations, Maximizer, Tel: 1 (778) 9871070, Email: KarenHenrich@maximizer.com