

**FOR IMMEDIATE RELEASE:**

**APEX CLEARING PARTNERS WITH COMMUNITYAMERICA FINANCIAL SOLUTIONS TO PROVIDE CREDIT UNIONS A FRICTIONLESS EXPERIENCE**

*Partnership with Apex Enhances Speed, Efficiency and Flexibility to Deliver Unparalleled Experience to Advisors and Members.*

LENEXA, KAN (June 8, 2021)– CommunityAmerica Financial Solutions, LLC (“CAFS”) one of the only credit union-owned, broker-dealer RIA firms working directly with other credit unions and their advisors to provide members with the best financial advisory tools and services, today announced its expanded partnership with Apex Clearing Corporation (“Apex”), the business-to-business custody and clearing platform powering innovation in fintech, investing, and wealth management. Apex’s innovative technology and industry knowledge will enable CAFS to provide credit unions a more robust and comprehensive investment experience for their advisors and members.

From aggregated online account view to world-class money management and state-of-the-art financial planning technology, CAFS digitizes the advisor experience. By leveraging Apex’s robust technology that has powered frictionless client experiences for a decade, the partnership offers a win-win for the advisor-member relationship.

The digitization of the advisor and member experience is becoming table stakes for investors, and members want to have an effortless and streamlined way to open accounts and manage their own investments. This partnership creates opportunities such as digital account opening with direct access for the member via single sign-on through their credit union’s online banking system, self-directed trading, and fractional share capabilities. Working with Apex allows for efficiencies in the nuts and bolts so the financial advisor and member can have more meaningful interactions.

As a FINRA registered broker/dealer, SEC registered investment adviser, and insurance agency owned by CommunityAmerica Credit Union, CAFS looks forward to facilitating conversations with credit unions to help them deliver a more personalized, simplistic, and seamless experience to their advisors and members.

“Apex shares our mission to help digitize investing so that everyone has the tools to accumulate wealth and security,” said Mike Haggerty, President of CommunityAmerica Financial Solutions. “With our knowledge and understanding of how credit unions approach investments with their members, coupled with Apex’s premier digital clearing and custody platform, together we can provide a frictionless experience that credit union partners are looking for so that we can collectively serve more of the underserved.”

“CAFS has built a strong platform that fits harmoniously with the credit union model through financial advisors. This partnership allows us to add value to credit unions by providing them a fully digital and instant experience that is demanded by today’s investors,” said Bill Capuzzi, CEO of Apex. “We look forward to working with CAFS to democratize the investing experience for credit union members so advisors can rest assured that they have the best technology and resources to help them scale and benefit more clients in ways they couldn't before."

To inquire about partnering with CAFS, please visit [www.creditunionbd.com](http://www.creditunionbd.com) or contact Justin Steitz at 913.905.8192.

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**CommunityAmerica Financial Solutions**

CommunityAmerica Financial Solutions (“CAFS”) is an SEC registered investment advisor, FINRA registered Broker-Dealer and state registered insurance agency offering a breadth of investment and financial planning services to credit union members across the country.  As a wholly-owned subsidiary of CommunityAmerica Credit Union, we understand the importance of meeting your members unique needs wherever they are in their financial journey. Our fully digital experience and best-in-class technology platform allows members access to their accounts from anywhere at any time, and ensures the advisor and member have more time to focus on what matters – the path to a financial peace of mind.  Additionally, we are the only credit union-owned Broker-Dealer that offers special needs planning for families, further assisting credit unions in their mission of serving all their members’ needs. To learn more about CAFS, visit [www.CreditUnionBD.com](http://www.CreditUnionBD.com).

**Apex Clearing Corporation**

Apex Clearing is the fintech for fintechs powering innovation and the future of digital wealth management. Our proprietary enterprise-grade technology delivers speed, efficiency, and flexibility to firms ranging from innovative start-ups to blue-chip brands focused on transformation to capture a new generation of investors. We help our clients provide the seamless digital experiences today’s consumers expect with the throughput and scalability needed by fast-growing, high-volume financial services businesses. Founded in 2012, Apex Clearing is registered with the SEC, a member of FINRA and a participant in SIPC.

For more information, visit the Apex Clearing [website](https://hubs.la/H0PJPkr0).

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