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## **Oranj Brings Individual Equity Allocation Solution to its Model Marketplace for Financial Advisors**

*Liberty One Investment Management joins the growing list of asset managers on the Oranj custodian-agnostic platform*

CHICAGO [June 16, 2020] - [Oranj](#), a single platform for financial advisors to streamline portfolio management and client service, today announced that [Liberty One Investment Management](#), a solution-focused third-party asset manager, has joined the growing list of best-in-class asset managers who have made their solution available on the free to low-cost Oranj platform.

By owning the individual equity holdings directly, rather than mutual funds or ETFs, Liberty One can manage assets with a high degree of precision. The superior tax efficiency, strong dividend, and attractive alpha-beta measurements make Liberty One allocations highly applicable to an advisor.

“Liberty One’s focus on creating and promoting thought-leading investment allocations that are easy for advisors to position with clients make them a significant addition to our model marketplace. Their professional-packaged strategies lend themselves well to real world applications with clients,” said David Lyon, CEO and Founder of Oranj.

“When an advisor presents a Liberty One allocation for the client’s consideration, they can also use one of Liberty One’s client-friendly concept pieces designed specifically to bridge the gap between problem and solution in the eyes of the client,” said Nick Ng, CFA® and Lead Portfolio Manager for Liberty One Investment Management.

“Scalability is a key part of an advisor’s success formula,” continued Ng. “Many advisors reach a ceiling of complexity while running their practice. Their growth tends to plateau at some point. Simply put, the Oranj platform is designed to help advisors scale their practice and Liberty One makes it easier for advisors to position solutions with clients.”

“We are excited to be part of the stellar lineup of third-party asset managers Oranj is bringing to independent financial advisors,” added Ben Pahl, President of Liberty One Investment Management.

“Their easy-to-use platform coupled with our easy-to-position concepts and solutions makes for a strong pairing in the marketplace. We look forward to engaging with advisors and showcasing the value that Oranj and Liberty One bring to the table.”

## **ABOUT ORANJ**

Oranj simplifies advisor technology without sacrificing sophistication or increasing costs, helping them spend less time managing and more time advising clients. The single platform streamlines portfolio management and client service, and provides advisors with rebalancing/trading, client/prospect management, portfolio management and a client portal. For more information about Oranj and its free to low-cost wealth management platform, visit [www.runoranj.com](http://www.runoranj.com), connect with them on LinkedIn, or follow [@runoranjdotcom](https://twitter.com/runoranjdotcom) on Twitter.

## **ABOUT LIBERTY ONE INVESTMENT MANAGEMENT**

Liberty One Investment Management was founded in 2012 by a small group of financial advisors who could not find what they were looking for in mutual funds, ETFs, or other third-party asset managers – so they created it themselves. What they created worked so well within the walls of their own firm, they made the decision to share it with other advisors and, thus, Liberty One, a solution-focused third-party asset manager, was born. For more information visit <https://libertyoneim.force.com/s/>.