

New Constructs snags distribution deals with big names

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Investment research firm getting exposure to 1M+ clients, advisors

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The leaders of local investment research firm New Constructs has signed distribution contracts with three prominent financial names that will give them access to more than 1 million investors and financial advisors around the country.

Brentwood-based New Constructs, which specializes in mining deeply the fine print of companies' financial filings to more cleanly rate stocks' prospects, earlier this month was added to the Scottrade investing platform as well as to U.S. customers of the Thomson One Wealth service. Scottrade is home to more than 750,000 self-directed investors while Thomson One Wealth puts New Constructs' work in front of about 170,000 financial advisors, mostly at big-name firms such as Merrill Lynch and Morgan Stanley.



"We're very pleased to help Thomson Reuters clients by shining a light in the dark corners of financial statements and providing value-added, independent research that will help bolster firms' investment strategies and risk management," said New Constructs CEO David Trainer, who launched his company in 2002.

Coming up soon is a third big deal, a launch on the Interactive Brokers platform that will expose New Constructs to another 135,000 people. Trainer's new partners will pay his firm a per-user fee and help market his services in a way his small team simply can't.

New Constructs' coverage universe includes more than 3,000 stocks, 7,000 mutual funds and 400 exchange-traded funds. The company has about 4,500 registered subscribers. Trainer secured early backing for New Constructs from Solidus, which also has invested in Post parent company SouthComm, and more recently **garnered a \$100,000 investment** from SixThirty, a St. Louis-based accelerator specializing in financial services companies.

"In what continues to be a difficult investing environment, our customers increasingly rely on Thomson Reuters to provide greater access to research for deeper insight," said David Akellian, managing director of Thomson Reuters Wealth Management. "Our partnership with New Constructs provides a consistent data-driven approach to research through our Thomson ONE open desktop, as well as simplifies their investment management processes."