



MaxMyInterest Launches New Brand and Website, Reflecting Max's Continued Growth

Designed for financial professionals and their clients, Max's industry-leading cash management solution is trusted by more than 3,000 wealth management firms

New York, NY — March 3, 2025 — Today, [MaxMyInterest](#) ("Max"), a leading provider of intelligent cash management solutions for individual investors and their financial advisors, announced its new brand and website. Max's new website (www.MaxMyInterest.com) offers a refreshed brand identity with an updated logo, brand colors, and design to better reflect its innovative cash management solution that meets the needs of financial advisors, their clients, and banks. The redesigned website offers a more intuitive and easily navigable experience for advisors and their clients and Max's new color palette reflects the increasingly institutional adoption of Max's patented cash management solutions.

A pioneer in cash management since 2013, Max has been ranked as the #1 cash solution for independent advisors for 5 of the past 6 years by T3 and Inside Information and is trusted by advisors at more than 3,000 wealth management firms. Max's unique approach to cash management, which was designed to be safer and more liquid than traditional brokered cash sweeps, has also consistently delivered market-beating rates for more than a decade.

"Cash remains an overlooked asset class, with Americans leaving billions of dollars on the table each year. At Max, we're focused on bringing greater efficiency and transparency to this multi-trillion-dollar market," said Gary Zimmerman, Founder and CEO of Max. "On behalf of our entire team, I'm proud to unveil our new brand, which confirms our commitment to helping financial advisors and their clients effortlessly optimize their cash to earn market-leading rates."

The rebrand comes on the heels of Max's continued growth and adoption by the wealth management community. In October, the company announced a new integration with RightCapital, a financial planning platform that simplifies the complexity of financial planning for advisors and their clients, following Max's earlier integrations with leading planning platforms, including eMoney and Envestnet | MoneyGuide and leading advisor CRMs, Redtail and Wealthbox. Max plans to launch additional integrations and product enhancements in 2025.

Max clients are currently earning rates up to 4.34% on same-day-liquid, FDIC-insured deposits held in their own bank accounts. For more information about how Max helps advisors and clients, join Max's upcoming webinar on April 2nd, "Inflation, Interest Rates, and How to Help Your Clients in 2025," by registering at maxmyinterest.com/events.



About Max

Max, a service of Six Trees Capital LLC, offers intelligent cash management solutions for individuals and financial advisors that enable individual investors to earn dramatically higher yields on cash. Max's patented technology helps clients reallocate funds among their checking and high-yield savings accounts to earn the highest yield while keeping their funds safe in their own FDIC-insured bank accounts. Today, Max members can access rates up to 4.34% on FDIC-insured deposits, compared to the national savings average of 0.41%. For more information, visit www.MaxMyInterest.com.

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