Momentum Independent Network Launches Momentum Financial Institution Services to Support Community Banks and Credit Unions

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New division combines wealth management, investment program support, institutional consulting, and balance sheet resources for community depositories

DALLAS--(BUSINESS WIRE)-- Momentum Independent Network Inc. (MIN), a member of the Hilltop Holdings Inc. (NYSE: HTH) family of companies and an affiliate of Hilltop Securities Inc. (HilltopSecurities), has announced the launch of Momentum Financial Institution Services (MFIS). This new division is designed to provide comprehensive brokerage, investment advisory, and institutional consulting services specifically tailored to the needs of community banks and credit unions with under $5 billion in deposits.

“Serving community banks, credit unions, and other depository institutions has been part of HilltopSecurities’ client business for decades,” said HilltopSecurities President and CEO Brad Winges. “As we looked across the full capabilities of HilltopSecurities’ business lines—from institutional banking and balance sheet support to brokerage, advisory, and investment services—we realized we had a unique opportunity to provide that full suite of capabilities in a more coordinated effort for community depositories. Momentum Financial Institution Services is a natural extension of that work and reflects our commitment to helping these institutions compete, grow, and better serve their customers.”

The launch comes at a critical inflection point for community-based financial institutions. For decades, banks and credit unions have relied on networking agreements with broker-dealers to provide customers and members with access to wealth management services. However, continued consolidation across the broker-dealer and third-party marketing space has left the market increasingly dominated by a few national firms focused primarily on larger institutions. As a result, many smaller and mid-sized community programs are underserved, under-resourced, or lacking the hands-on support needed to grow.

“The wealth management landscape has shifted, and we recognized a significant void in how community banks and credit unions are being supported,” said Scott McCaffrey, Head of Momentum Independent Network. “By leveraging the deep institutional resources of the Hilltop family of companies and our boutique service model, we are providing these firms with the sophisticated tools and hands-on partnership they need to remain competitive and profitable in a rapidly evolving market.”

Led by experienced industry veteran Michael Forster, Momentum Financial Institution Services aims to address the specific challenges facing smaller programs, including stagnant branch referral rates, an aging advisor workforce, technology limitations, advisor transition needs, and the growing demand for sustainable non-interest income.

In addition to brokerage and advisory support, the new division is closely aligned with HilltopSecurities' broader Bank Initiative, which provides community financial institutions with access to strategic consulting and institutional resources across key areas of the business. This includes support around asset-liability considerations, balance sheet strategy, liquidity planning, and other consulting-driven solutions designed to help banks strengthen their overall financial position.

"This division inside Momentum Independent Network was intentionally built to not just be an alternative option for community banks and credit unions, but their default provider," said Forster. "The market is clearly signaling a need for a viable support option as the service gap widens for smaller community programs. HilltopSecurities is one of only a few firms capable of meeting these diverse needs* — not just from an investment services standpoint, but as a broader strategic partner to the institution."

MFIS Welcomes HNB Investments

Momentum Financial Institution Services has already demonstrated its model through the successful onboarding of HNB National Bank's investment services program, HNB Investments. Located in Hannibal, MO, and representing more than $112 million in assets under management, the relationship serves as a key example of the division's ability to transition, support, and grow community bank investment programs.

"We looked at a lot of the firms in the space, and after doing a full due diligence review, we chose to move our investment business to Momentum Financial Institution Services," said John Zimmer, President and CEO of HNB National Bank. "They brought the right combination of resources, understanding our needs, and commitment to supporting a community bank program like ours."

For HNB Investments, the transition has provided access to enhanced technology, expanded platform capabilities, and a high-touch support model.

"We're excited to leverage the self-clearing HilltopSecurities platform at Momentum Financial Institution Services and are already seeing real efficiencies in the technology that we didn't have at our previous firm," said Shelby Terrill, Financial Advisor with HNB Investments. "Additionally, the support and guidance throughout this transition have been outstanding. The Momentum Financial Institution Services team went the extra mile to make the transition process as painless as possible."

Momentum Financial Institution Services takes a "deep dive" approach to institutional program health, helping banks and credit unions evaluate their existing investment services programs and identify opportunities to improve profitability, advisor productivity, branch engagement, and long-term growth. Whether an institution is looking to revitalize an underperforming program, recruit and retain advisors, strengthen internal referrals, or launch a de novo investment services offering, MFIS provides a clear path to building sustainable value.

"We see an opportunity to help the number of community depositories without an investment services program. Through our Momentum Advisor Connect program, we believe community banks and credit unions now have access to a turnkey solution for launching a scalable investment services program. Historically, many institutions—particularly those with lower deposit levels or located in rural markets—have faced significant barriers to entry. Our solution is uniquely designed to help institutions implement an investment services program, create a path to non-interest income, and preserve institutional ownership and control," Forster said. "We are about pursuing relationships that make sense for both sides and helping these institutions strengthen their programs for the long term."

About Momentum Independent Network Inc.

Momentum Independent Network Inc. (MIN), a Texas corporation, is a full-service broker dealer and Registered Investment Adviser and a member of FINRA and SIPC serving independent registered representatives and their clients across the United States. The firm is a wholly owned subsidiary of Hilltop Holdings Inc. (NYSE: HTH) and a sister company of Hilltop Securities Inc., through which it clears its securities business. Learn more at MomentumIN.com.

**Based on current investment banks providing broker-dealer and fixed income services to financial institutions*.

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