

Seattle-based Networthy.com, an online marketplace for accountants and financial advisors, launched this week, giving consumers access to thousands of financial professionals across the country.

Networthy was founded by Charles Whiton, co-founder and former COO of Seattle's PicMonkey, who is serving as CEO of the company. Whiton came across the idea for Networthy when looking to hire a personal financial planner.

"The financial services industry is primarily word-of-mouth referrals. There are very few places connecting consumers with financial professional and even fewer doing it well," said Whiton. "We want Networthy to serve as this trusted meeting place."

At Networthy consumers have the ability to find qualified financial professionals, rate and review those they've worked with, or ask questions about their particular financial situation, all free of charge.

Professionals with free, claimed profiles get access to Networthy's advertising network, consumers looking for financial service providers, and the ability to interact one-on-one with consumers through Networthy's Questions and Answers feature.

The Networthy team worked closely with accountants and financial planners to build a product that would empower consumers to make informed decisions while serving as a high-value marketing tool for professionals.

"We know accountants and advisors have a very limited amount of time to market themselves. We wanted to create a tool that would give them some of that time back," said Whiton. "Networthy is a great option if you're looking to consolidate your marketing efforts."

Networthy is launching just in time for the 2017 tax season where they are excited to demonstrate the capabilities of their new marketplace.

Accountants and financial advisors interested in trying out the platform are encouraged to visit networthy.com/professionals to claim their free profile.