LPL Financial Welcomes Fee-Only Financial Advisor Peter Heilbron

May 16, 2019

CHARLOTTE, N.C., May 16, 2019 (GLOBE NEWSWIRE) -- LPL Financial LLC, a leading retail investment advisory firm and independent broker-dealer, today announced that financial advisor Peter Heilbron has joined LPL Financial's corporate registered investment advisor (RIA) platform to support his fee-only business. Heilbron reported having served approximately $1.1 billion of client advisory assets*.

Heilbron, whose boutique financial services firm, Trace Wealth Advisors, is based in Sherman Oaks, Calif. said his approach to wealth management is steered by innovative technology, investment strategies and personalized service to help clients work toward their financial goals. His move to LPL will enable him to focus on serving a smaller number of high-net-worth (HNW) clients. To support his efforts, Heilbron will leverage LPL comprehensive technology and performance reporting capabilities designed for serving HNW clients, as well as the firm's virtual administrative services.

"The future of wealth management is going to be more transparent and driven by technology," said Heilbron. "LPL's independent platform is ahead of the curve. The fee-only model provides me the freedom to run my business my way. I was blown away by the capabilities and solutions that LPL has available to advisors, and believe they have unique resources that will change the way I manage my business and create more value with clients."

"We are thrilled to welcome Peter and to be able to serve the needs of more advisors in this emerging market," said Rich Steinmeier, LPL Financial managing director and divisional president, Business Development. "As the industry continues to evolve, we are able to use our leadership position to invest, innovate and evolve our platform to meet advisors where they are. That includes providing a choice of business models, delivering sophisticated and integrated technology and creating innovative solutions to address the needs of their clients and their business. We look forward to growing our support to those deciding to pursue a fee-only model, providing one more choice to advisors to be able to deliver independent advice to investors."

More information about Peter Heilbron can be found on his website TraceWealthAdvisors.com.

Read about other firms that recently joined LPL in the LPL Financial News and Media section of LPL.com.

About LPL Financial
LPL Financial (https://www.lpl.com) is a leader in the retail financial advice market and the nation's largest independent broker-dealer**. We serve independent financial advisors and financial institutions, providing them with the technology, research, clearing and compliance services, and practice management programs they need to create and grow thriving practices. LPL enables them to provide objective guidance to millions of American families seeking wealth management, retirement planning, financial planning and asset management solutions.

Peter Heilbron is an investment advisor representative with advisory services offered through LPL Financial, a registered investment advisor and separate entity from Trace Wealth Advisors.

*Based on prior business. Reported assets and client numbers have not been independently and fully verified by LPL Financial.
**Based on total revenues, *Financial Planning* magazine June 1996-2018

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