LPL Financial

# StrateFi Wealth Management Launches With Support of LPL Strategic Wealth Services

August 25, 2021

SAN DIEGO, Aug. 25, 2021 (GLOBE NEWSWIRE) -- LPL Financial LLC (Nasdaq: LPLA) today announced that financial advisors Jason Sherr and Merrick Nguyen have launched a new independent practice, StrateFi Wealth Management, through affiliation with LPL Financial's Strategic Wealth Services (LPL Strategic Wealth Services) model designed to support the unique needs of breakaway advisors. The advisors reported having served approximately $235 million in advisory, brokerage and retirement plan assets*. They join LPL from Wells Fargo Advisors.

Sherr and Nguyen are longtime colleagues who met through the Orange County CAL (UC Berkeley) Alumni Club. They joined their practices about 10 years ago, as Sherr was looking to expand his team and Nguyen sought opportunities for growth. With support from Kim Burdeaux-Neal, Director of Client Relations, they take a team approach in their mission to provide comprehensive financial services and investment advice to help clients' grow and preserve their assets and transition wealth to future generations.

Based in Irvine, Calif., and Reno, Nev., the team serves a diverse client base of about 160 households*. Their goal, Sherr said, is to control the controllable. "We can't control the markets, but we can control how assets are diversified, what to put into portfolios and other strategies to help guide our clients through the complex financial landscape," Sherr said.

In creating their new practice, it was important for the advisors to find a name that embodied the essence of their firm. "We chose to unite the words 'strategy' and 'financial independence,' representing our strategic approach, mission and ultimate goal of helping our clients achieve financial independence and live a life of their choosing," Nguyen said.

The advisors strategically planned their move to independence. "It was not 'if' but 'when' we would go independent, because we want this to be our last move," Sherr said. They chose to partner with LPL Strategic Wealth Services because of the combination of innovative technology and the ongoing business management support. They also appreciate that the breakaway solution removes the constraints of bureaucracy, allowing them to serve their clients and grow the business as they see fit.

**'Hit the ground running on Day 1' with LPL Strategic Wealth Services**
"With the LPL Strategic Wealth Services model, we have the technology, support and resources to really hit the ground running on Day 1," Nguyen said. "Our ultimate goal is to provide enhanced services to our clients. We understand that time is something you can never get back. With the support of the LPL Strategic Wealth Services team, we have more time to interface with clients, analyze their portfolios and really give them a differentiated experience."

All LPL Strategic Wealth Services teams have access to LPL's integrated wealth management platform and sophisticated resources needed to run a thriving practice, as well as an additional layer of ongoing, personalized support for daily operations and long-term business management. From the very beginning, LPL Strategic Wealth Services bridges the transition to independence by providing dedicated launch support, including real estate build-out, brand development, technology setup and HR services. After the transition, the value of the LPL Strategic Wealth Services model shifts to the ongoing strategic, administrative, marketing and CFO support that allows advisors to stay focused on the enduring needs of their clients, culture and evolution of their practice.

Scott Posner, LPL executive vice president, Business Development, said, "We extend a warm welcome to Jason, Merrick and Kim and are honored they turned to LPL in their journey to independence. As they begin this exciting next chapter of their business, we will be by their side every step of the way. We are committed to being their long-term partner by delivering robust resources, innovative capabilities and business solutions designed to help them personalize their practice, build value with clients and win in the markets they serve. We look forward to a long-lasting relationship with StrateFi Wealth Management."

Learn more about StrateFi Wealth Management. Read about other firms that recently joined LPL in the LPL Financial News and Media section of LPL.com.

Advisors, find an LPL business development representative near you.

**About LPL Financial:**
LPL Financial (Nasdaq: LPLA) was founded on the principle that the firm should work for the advisor, and not the other way around. Today, LPL is a leader** in the markets we serve, supporting more than 19,000 financial advisors, 800 institution-based investment programs and 450 independent RIA firms nationwide. We are steadfast in our commitment to the advisor-centered model and the belief that Americans deserve access to objective guidance from a financial advisor. At LPL, independence means that advisors have the freedom they deserve to choose the business model, services, and technology resources that allow them to run their perfect practice. And they have the freedom to manage their client relationships, because they know their clients best. Simply put, we take care of our advisors, so they can take care of their clients.

**Based on prior business and represents assets that would have been custodied at LPL Financial, rather than third-party custodians. Reported assets and client numbers have not been independently and fully verified by LPL Financial.*

***Top RIA custodian (Cerulli Associates, 2019 U.S. RIA Marketplace Report); No. 1 Independent Broker-Dealer in the U.S (Based on total revenues, Financial Planning magazine June 1996-2021); No. 1 provider of third-party brokerage services to banks and credit unions (2020-2021 Kehrer Bielan Research & Consulting Annual TPM Report); Fortune 500 as of June 2021*

StrateFi Wealth Management and LPL Financial are separate entities.

Connect with LPL!

https://twitter.com/lpl

https://www.linkedin.com/company/lpl-financial

https://www.facebook.com/LPLFinancialLLC

https://www.youtube.com/user/lplfinancialllc

**Media Contact:**
Lauren Hoyt-Williams
(980) 321-1232
Lauren.Hoyt-Williams@lpl.com