LPL Financial Welcomes The Fox Alliance

Mar 11, 2021

CHARLOTTE, N.C. – March 11, 2021 – LPL Financial LLC today announced that The Fox Alliance has joined LPL Financial's broker-dealer, corporate registered investment advisor (RIA) and custodial platforms. The advisors reported having served approximately $260 million in advisory, brokerage and retirement plan assets*. They join LPL from First Allied, part of the Cetera network of broker-dealers.

Based in Austin, Texas, The Fox Alliance started as a one-man operation when financial advisor Bill Fox founded the business in 1986. Over the years, it has grown into a full-fledged team with diverse backgrounds who serve clients throughout the country. In addition to Bill as founder, The Fox Alliance is led by Managing Partners Holden Fox and Josh Renfro. The team also includes financial advisors Jim Baker, Laura Cooper and Max Clark, and nine support staff.

The Fox Alliance team provides comprehensive financial planning and investment advice to help clients clarify and work toward their goals. They have a heart for improving the financial literacy of not only clients they serve, but also their community. "Every day we strive to live our mission: To help guide people to long-term financial success by providing them with the best possible direction, resources, and education. We are confident that partnering with LPL will help us better accomplish that mission," Renfro said.

Integrated technology and lower fees

Seeking access to integrated technology, and lower fees for clients, the team turned to LPL Financial. "LPL is aligned with a tech stack that we want to build out for our firm, including Salesforce CRM, Slack for internal communication, Box for cloud document storage and Black Diamond for portfolio performance reporting, among other innovative capabilities. We are thrilled to have more choices in software and tools that ultimately help us better serve our clients," Holden Fox said. "In addition to the new technological capabilities, we are excited about the transparency and simplicity of LPL statements. All of these benefits are in addition to LPL's low program fees which we believe will create substantial savings for our clients."

Scott Posner, LPL executive vice president, Business Development, stated, "We welcome The Fox Alliance team to LPL and applaud their mission to make an extraordinary difference in the lives of their clients. We are honored they chose to partner with LPL in the next chapter of their business as they seek new ways to elevate their service and enhance the client experience. We are committed to delivering robust resources, business solutions and innovative capabilities that can help all of our advisors differentiate their practice and be successful at every stage of their business' lifecycle. We look forward to a long-lasting relationship with the entire Fox Alliance team."

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 17,000 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.

*** 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 1996-2020); No. 1 provider of third-party brokerage services to banks and credit unions (2019-2020 Kehrer Bielan Research & Consulting Annual TPM Report)*

*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.

The Fox Alliance and LPL Financial are separate entities.