LPL Financial Welcomes Lereah Financial Group

Apr 21, 2021

CHARLOTTE, N.C. – April 21, 2021 – LPL Financial LLC today announced that financial advisor Evan Lereah has joined LPL Financial's broker-dealer, corporate registered investment advisor (RIA) and custodial platforms. He reported having served more than $400 million in advisory, brokerage and retirement plan assets*. Lereah joins LPL from Wells Fargo Advisors Financial Network.

Lereah is managing principal of Lereah Financial Group in Red Bank, N.J., which has supported multiple generations of clients since his father started the practice more than 40 years ago. Lereah took an early interest in the industry at a young age. "In seventh grade, I was in a stock market contest at school. During lunch every day, I would call my dad to check on the stock quotes. He knew I had a genuine interest in following in his footsteps," Lereah said.

After gaining industry experience, Lereah eventually joined the practice and became the primary investment manager, fully taking over the business three years ago upon his father's retirement. "My passion is to gauge the risk tolerance for a client and build a portfolio utilizing current investment themes and trends," he said. "I often play a key role in my clients' inner circle, often getting calls for consultation when big life decisions are being made."

After an extensive search and due diligence process, he chose to move his business to LPL Financial. He stated, "I'm looking forward to all the great things that lie ahead with this new partnership with LPL. This is a place where I can see myself working for the rest of my career."

Scott Posner, LPL executive vice president, Business Development, said, "We welcome Evan to LPL and look forward to a long-lasting partnership with Lereah Financial Group. We recognize that advisors are seeking greater efficiency and innovative resources to help differentiate their practices and build more value with their clients. We are focused entirely on our advisors' needs, providing them with integrated capabilities and business solutions designed to make it easier for them to manage their businesses and stay focused on what they do best, which is helping their clients."

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.*