LPL Financial

LPL Financial and Gladstone Wealth Partners Welcome Women-Led Platinum Wealth Management of Buckhead

May 17, 2021

CHARLOTTE, N.C. – May 17, 2021 – LPL Financial LLC today announced that financial advisors Gena Barbato, Beth Woodward and Daniel Kundla CFP® have joined LPL Financial’s broker-dealer, corporate registered investment advisor (RIA) and custodial platforms, aligned with Gladstone Wealth Partners, a large enterprise supporting LPL-affiliated advisors. The team reported having served approximately $215 million in advisory and brokerage assets*. They join LPL from UBS Financial Services.

Based in Atlanta’s Buckhead community, managing partners Barbato and Woodward have worked together since 2001, officially merging their business 16 years ago. Kundla joined the team in 2016 as a college intern, and the job blossomed into his current role as senior vice president-investments. “Over the years, we’ve found that a team approach can be an effective method to help clients who have a wide variety of needs as they maneuver through a complex financial-services world,” Barbato said.

Their reasons for becoming financial professionals are deeply personal for the team, having observed many of their family and friends wishing for a more holistic connection with their financial advisors. “We believe that with our understanding of personal finance, coupled with our training as financial professionals, we can help people better prepare for their futures,” said Barbato, who specializes in retirement planning for upper level managers at major corporations. She noted the firm also serves several multigenerational clients and small business owners.

Why they chose LPL Financial and Gladstone

Seeking more independence and the ability to run their business on their own terms, the team chose to partner with LPL and Gladstone. “We appreciate that LPL gives us the freedom and the flexibility to offer more services that enhance the client experience. With less restrictions for social media and digital marketing, we’ll be able to expand our brand and presence within the industry,” Barbato said. “Gladstone offers an additional layer of support and resources. By joining Gladstone’s partner model, we have a unique opportunity to grow the way we want to, through acquisitions and by bringing in turnkey advisors to join our practice. We are excited to see what’s ahead with this new partnership.”

Richard Frick, managing partner and CEO at Gladstone Wealth Partners, said, “Today Gladstone and LPL helped launch an elite team of women-led advisors. We are excited to see Platinum Wealth Management of Buckhead, headed by Gena and Beth, become their own independent practice. Atlanta is an important market for wealth management, and to have these women launch our first Partner office in the Buckhead area is nothing short of amazing. Gladstone and Platinum put a stake in the ground together, and we are here to support their growth.”

Scott Posner, LPL executive vice president, Business Development, said, “On behalf of LPL, we congratulate Gena and Beth for launching their independent practice. They have built successful careers as financial advisors and we are honored they recognized the value in partnering with LPL and Gladstone as they seek ways to expand their business. We are committed to supporting advisors with leading capabilities and resources to help them differentiate their business and address the diverse needs of their clients. We’re also deeply committed to fostering connections between our advisors and welcome Gena and Beth to LPL's active women advisor business community. We congratulate Gladstone on growing its network of quality advisors, and we look forward to supporting both Gladstone and Platinum Wealth Management of Buckhead for many years to come.”

Learn more how LPL supports Women Advisors.

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 18,000 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.