



LPL Financial Welcomes Curtis Barnard Financial Services and Riverfront Financial Group

Jun 17, 2021

CHARLOTTE, N.C. – June 17, 2021 – [LPL Financial LLC](#) today announced that financial advisors Alicia Curtis and Jyl Barnard of Curtis Barnard Financial Services and financial professional Chris Dearing and assistant Kari Snyder of Riverfront Financial Group and have joined LPL Financial’s broker-dealer, corporate registered investment advisor (RIA) and custodial platforms. Collectively, they reported having served approximately \$400 million in advisory and brokerage assets*. They join LPL from Mass Mutual.

The advisors are all longtime colleagues who have become a close-knit work family over the years. Curtis and Barnard have been friends since age 7, and they’ve known Dearing for about 25 years. They all share a riverfront office in Peoria, Ill., and often collaborate on client accounts. “There are a lot of synergies between our groups and we have several mutual clients because of our complimentary specialties and licenses,” said Dearing, who has nearly three decades of industry experience. The advisors take a holistic approach to each client’s financial situation, often working closely with attorneys and accountants to make sure the financial strategies are the right fit.

Why they chose LPL Financial

Seeking more freedom to operate in their clients’ best interests, the teams turned to LPL. “We wanted to be able to run our businesses our way, putting our clients’ needs first,” said Curtis, also an industry veteran with 25 years of experience. “Since LPL focuses its efforts on helping advisers be successful, and not on offering proprietary products, we have the freedom to do what we enjoy best—helping our clients work toward achieving the financial goals that are most important to them. We truly feel like we’re set up for success.”

Dearing echoed Curtis’s remarks, adding that LPL’s service, technology and value proposition were also big draws. He stated, “After thorough research and due diligence, we found that LPL’s [integrated technology](#) and extensive resources will enable us to provide a differentiated service experience for our clients. And really, that’s what matters most—putting our clients’ needs first.”

Scott Posner, LPL executive vice president, Business Development, stated, “We welcome Alicia, Jyl, Chris and Kari to the LPL family and look forward to supporting their independent practices for years to come. We understand that financial advisors want the freedom and flexibility to provide objective financial guidance to their clients. We share that sentiment, and will continue leveraging our scale to offer research, capabilities and other wealth management resources that deliver value and help address the evolving needs of America’s investors.”

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 (2020-2021 Kehler 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.

Securities and advisory services offered through LPL Financial LLC, an SEC-registered broker-dealer and investment advisor. Member FINRA/SIPC

Throughout this communication, the terms “financial advisors” and “advisors” are used to refer to registered representatives and/or investment advisor representatives affiliated with LPL Financial LLC. We routinely disclose information that may be important to

shareholders in the "Investor Relations" or "Press Releases" section of our website.

Riverfront Financial Group, Curtis Barnard Financial Services and LPL Financial are separate entities.