LPL Financial Welcomes Partner Firms Baldwin Capital Management and Langdon Capital Management

Aug 26, 2020

CHARLOTTE, N.C. – August 26, 2020 – LPL Financial LLC, a leading retail investment advisory firm, independent broker-dealer and registered investment advisor (RIA) custodian, today announced that two of Southeastern Michigan's leading financial advisory firms, Baldwin Capital Management of Northville and Langdon Capital Management of Clarkston, have joined LPL Financial's broker-dealer and corporate registered investment advisor (RIA) platforms, leveraging LPL as custodian. Combined, they reported having served more than $350 million in brokerage, advisory and retirement plan assets*. They moved to LPL from Voya Financial Advisors.

Advisors Scott Baldwin, Bill Langdon, Todd Sander and Andrew Baldwin built their businesses, Baldwin Capital Management and Langdon Capital Management, by specializing in 401(K) plans, which gradually morphed into a wealth management practice focused heavily on financial education and retirement coaching. “We take a team approach to our business because when we're together everyone has the potential to achieve more,” Langdon said.

Langdon and Scott Baldwin became partners nearly 30 years ago. Sander, the firm's president, joined the business in 2000 and Andrew Baldwin, Scott's son, joined in 2017. “We have an incredible team that shares family values and Christian morals. We believe in doing what's right for our clients, with honor and integrity,” Langdon said.

That belief led the team to LPL Financial.

Why they chose LPL

“We found LPL to be an outstanding, highly reputable organization. LPL is a premier firm in the industry and we want to be a premier provider to our clients. We appreciate that LPL does not push proprietary products; they only push for the success of their advisors and clients,” Scott Baldwin said.

The advisors knew it was a bold move to change affiliations during the COVID-19 pandemic, but were undeterred for the ability to enhance their service to clients. Scott Baldwin stated, “Often these times of great change bring great opportunities. LPL gives us the capabilities and access to resources so we can provide for our clients more than ever before. It's a step into the big leagues in terms of technology, allowing our clients to have more access to information and electronic communication.”

Langdon added that LPL's self-clearing abilities will also make transactions very smooth for clients.

Rich Steinmeier, LPL Financial managing director and divisional president, Business Development, said, “We extend a warm welcome to Scott, Bill, Todd and Andrew. They have built a successful multi-office practice over three decades, working as one team and demonstrating a deep commitment to helping their clients build their financial legacies. To be able to fulfill that commitment, they sought a partner that could provide more choice, enhanced capabilities and the capital to invest in their business over the long run. LPL is proud to be their partner of choice, and we look forward to supporting their firm and their clients for generations to come.”

Learn more about the team at Baldwin-Capital.com and LangdonCapitalManagement.com.

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 is a leader in the retail financial advice market and the nation's largest independent broker-dealer**. We serve independent financial advisors, professionals, and financial institutions, providing them with the technology, research, clearing and compliance services, and practice management programs they need to create and grow thriving practices. LPL enables them to provide objective guidance to millions of American families seeking wealth management, retirement planning, financial planning and asset management solutions.

Securities and Advisory services offered through LPL Financial, a registered investment advisor. Member FINRA / SIPC.

Baldwin Capital Management, Langdon Capital Management and LPL Financial are separate entities.

*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.

**Based on total revenues, *Financial Planning* magazine June 1996-2020

Throughout this communication, the terms “financial advisors” and “advisors” include registered representatives and/or investment adviser representatives affiliated with LPL Financial LLC, an SEC registered broker-dealer and investment adviser.