# LPL Financial Welcomes Wellesley Financial Planners

Dec 18, 2018

**CHARLOTTE, N.C. – Dec. 18, 2018 –** LPL Financial LLC, a leading retail investment advisory firm and independent broker-dealer, today announced that Wellesley Financial Planners has joined LPL's broker-dealer and corporate registered investment advisor (RIA) platforms. The enterprise group, led by Greg Spicer, reported that it served approximately $400 million of client brokerage and advisory assets*. The advisors join LPL Financial from Cadaret Grant.

Spicer founded Red Bank, N.J.-based Wellesley Financial Planners as an independent practice in 1984. His team has grown to include five advisors under the Wellesley name and four independent advisors under his supervision. His firm's approach to personal financial planning employs what Spicer dubbed the "Spirit of Life" philosophy, something he implemented into his practice 20 years ago. "It's having clients think about what they want to achieve and where they're going," Spicer said. "It's putting personal aspirations ahead of the quantity of money." The advisors also provide asset management and tax planning.

On the move to LPL Financial, Spicer said, "The industry is in a period of consolidation and acquisitions, and that can leave planners with a degree of uncertainty. We decided LPL was the best fit for our business, in part for its size and scale. They are committed to leveraging their scale to invest in technology and resources, which was a huge draw for us. We're already seeing more efficiency and less paperwork. The home office supervision was another big plus. It relieves back office work so we can have more time in front of our clients."

"We welcome Greg Spicer and team to the LPL family," said Rich Steinmeier, LPL managing director and divisional president, Business Development. "To be successful independent business owners, advisors need a partner that can provide the practice management resources, technology platform and operational support that helps them run their business with ease while enabling their growth. We understand what creates that formula for success and we are committed to helping our advisors be positioned for success today and into the future."

For more on Wellesley Financial Planners, visit www.wfplanners.com

Read about other firms that recently joined LPL in the News and Media section.

**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 and financial institutions, providing 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.



*Based on prior business, as of Aug. 22, 2018. Reported assets have not been independently and fully verified by LPL Financial.

**Based on total revenues, *Financial Planning* magazine June 1996-2018