LPL Financial Welcomes Moore Financial Services

Sep 13, 2018

CHARLOTTE, N.C. – Sept. 13, 2018 – LPL Financial LLC, a leading retail investment advisory firm and independent broker-dealer, today announced that Moore Financial Services has joined LPL's broker-dealer and corporate registered investment advisor (RIA) platforms. Moore Financial reported that its advisors served approximately $200 million of client brokerage and advisory assets as of July 31, 2018*.

"We chose LPL because supporting their advisors is their highest priority," said firm CEO Raymond Moore. "We wanted a partner that was independent with great technology and back office support. In my 40-year career, I've never experienced the caliber of support that I've seen these last few weeks from LPL."

Moore founded the Richmond, Va.-based firm in 1985. Today, the firm is made up of four advisors—Moore, son Christopher Moore, Joseph Tuck and Ashwin Sharma—and four support staff members. The practice offers holistic financial advice with an emphasis on wealth management, tax planning and retirement planning. The firm joins LPL from Lincoln Financial Securities.

Among their clients are philanthropic groups, including churches, foundations and endowment funds. "We like to give back to our community by helping these clients make good decisions and manage money successfully. It's very rewarding," he said. The firm built its client base primarily through referrals, said Moore. "Interestingly, I can look at almost every name in our book of business and eventually track that person back to one of about five or six people."

"LPL is pleased to have the opportunity to support the Moore Financial Services team," said Craig Kamis, LPL executive vice president, Business Development. "They recognize the opportunity to enhance their relationships with clients by having the right partner. We are committed to supporting our advisors by providing the resources, technology and innovative solutions that help them differentiate their businesses and serve their clients in the ways that matter most to them. We look forward to supporting Moore Financial for years to come."

Find other firms who recently joined LPL Financial at LPL.com.

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 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. LPL.com

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

*Based on prior business and represents assets that would have been custodied at LPL Financial, rather than third-party custodians. Reported assets have not been independently and fully verified by LPL Financial.

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

LPL Financial and Moore Financial Services are separate entities.