LPL Financial Welcomes All-Woman Team, The Financial Planning Department, Inc.

Sep 24, 2018

CHARLOTTE, N.C. – Sept. 24, 2018 – LPL Financial LLC, a leading retail investment advisory firm and independent broker-dealer, today announced that The Financial Planning Department, Inc. has joined LPL's broker-dealer and corporate registered investment advisor (RIA) platforms. The Financial Planning Department, Inc. reported that its advisors served approximately $180 million of client and brokerage advisory assets as of Aug. 1, 2018*.

"We're excited about joining LPL and partnering with a firm that can help us deliver our clients with the best possible experience," said founder Kathleen Hansen. "We were impressed by the technology, the in-house research department and, most of all, the people at LPL who understand the needs of financial advisors and are committed to our success."

Based in Long Beach, Calif., the all-woman practice includes four advisors, all with tax backgrounds: Hansen, Heather Hackett, Amanda Reams and Amber Reams. The practice, which joins from Cetera, is committed to developing a customized financial plan for each client before offering strategies or solutions. "We can't help people with investments or define goals and objectives until we understand their complete financial situation," Hansen said.

A large portion of their clientele are women, especially widows, Hansen said. "It's important for women to create a financial plan. We are able to relate with our clients and provide a perspective and experience that can support their unique needs."

In the due diligence process, the team shared an interest in events for women advisors. LPL extended the team an invitation to attend LPL's annual Women Advisors Leaders Forum in October. "Our community of women advisors looks forward to welcoming the FPD team at the event," said Bethany Bryant, senior vice president, National Sales & Consulting and head of initiatives at LPL supporting women advisors. "We believe there's a lot of value in creating inclusive opportunities for advisors to network and nurture relationships with like-minded advisors. It's exciting they can join us and our advisors to share best practices and empower one another."

"We are excited to welcome The Financial Planning Department to the LPL family," said Craig Kamis, LPL executive vice president, Business Development. "We are proud the team recognized the value of LPL's model to support independent business owners along with the resources and support we provide to help advisors address the diverse needs of their clients. We look forward to supporting their business for many years to come."

Read about 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 The Financial Planning Department, Inc. are separate entities.