



LPL Financial Welcomes BMG Advisors

Oct 3, 2018

CHARLOTTE, N.C. – Oct. 3, 2018 – [LPL Financial LLC](#), a leading retail investment advisory firm and independent broker-dealer, today announced that BMG Advisors has joined LPL's broker-dealer and corporate registered investment advisor ([RIA](#)) platforms. BMG Advisors reported that its advisors served approximately \$220 million of client brokerage and advisory assets as of Aug. 21, 2018*.

BMG Advisors, formerly Buford-Malone Group, has served clients in the Kansas City, Mo., area for 35 years. The team includes Jennifer Malone, Andrew Rogers, Adam Hawley and Stephen Minshull, all former college athletes who remain focused on wellness and teamwork and taking a collaborative approach to helping their clients. They joined LPL from Waddell & Reed.

"We chose LPL because of the impressive technology and tools they offer that we believe can provide additional value to clients and help our business evolve," said Malone, senior partner. "We also found LPL's localized support system to be a huge asset. We are able to take advantage of LPL's size, which includes having access to significant resources, without having to sacrifice personalized attention and support."

With the slogan, "Plan Your Story," BMG's advisors focus on comprehensive financial planning and creating strategies to help clients pursue their financial aspirations. "The stories of people's lives are what we're most interested in. Some people are planning for retirement; others are just getting started. If 30 years from now, we can look back at all the people we've helped plan their life's story, we'll know we did it right," Hawley said.

"We are pleased to welcome BMG Advisors to LPL," said Rich Steinmeier, LPL managing director and divisional president, Business Development. "We appreciate, and share, the commitment they have to centering their work around the people they support. At LPL, our role is to help advisors build and grow successful businesses, and we are committed to investing in the technology and capabilities that will help them do that. We are proud BMG Advisors chose LPL to be their partner for the future and look forward to supporting them in their valuable work."

Read about other firms who recently joined LPL Financial at [LPL.com](#).

Learn more about [BMG Advisors](#).

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.

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 BMG Advisors are separate entities.