LPL Financial Welcomes Mayco Financial Services

Nov 21, 2018

CHARLOTTE, N.C. – Nov. 21, 2018 – LPL Financial LLC, a leading retail investment advisory firm and independent broker-dealer, today announced that Mayco Financial Services (Mayco) has joined LPL's broker-dealer and corporate registered investment advisor (RIA) platforms. The firm reported that it served approximately $170 million of client brokerage and advisory assets*. The firm joins from Cadaret Grant.

The Lakewood, N.J.-based firm was founded by Morris "Moshe" Mayerfeld, CFP ®. He built his business largely through referrals, and he chose to move to LPL to gain efficiencies and access to the resources and digitized solutions that can drive more value with clients.

"Our clients rely on us, and LPL's technology and ongoing investments will help us deliver on their expectations. LPL's technology makes it easier for clients to open accounts and sign documents, and we can access everything we need to manage our business from one integrated platform," Mayerfeld said.

Mayerfeld has been an advisor for over 30 years. Gabriel Fisher of Brooklyn, N.Y., joined Mayco in 1998. Mayerfeld's son-in-law, Yisroel Meir Krohn, CFP®, of Toms River, N.J., joined the firm in 2011.

"Yisroel Meir has been in the business for seven years, and he relates well to many of our younger clients. He is a valuable asset to our clients and our firm."

"We welcome Mayco Financial Services to LPL," Rich Steinmeier, LPL Financial managing director and divisional president, Business Development. "Their team recognizes the need to continuously evolve in order to meet the needs of clients. We are proud they chose LPL and value the technology and resources we provide to help advisors adapt and thrive. Our firm is committed to investing in our advisors' business today and for the long run, and we look forward to supporting their business for many years."

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 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, as of Oct. 17, 2018, 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 Mayco Financial Services are separate entities.