



LPL Financial and Ford Financial Group Welcome Steven Jolly

Nov 15, 2018

CHARLOTTE, N.C. – Nov. 15, 2018 – [LPL Financial LLC](#), a leading retail investment advisory firm and independent broker-dealer, today announced that financial advisor Steven Jolly has joined LPL, aligning with Ford Financial Group, an independent firm supported by LPL's broker-dealer and hybrid registered investment advisor (RIA) platforms. Jolly reported having served approximately \$190 million of client brokerage and advisory assets*. He joins LPL from Wells Fargo Advisors.

Jolly said he was seeking an independent partner that could provide an enhanced level of service and support. "The combination of Ford Financial Group and LPL Financial is the right combination to support my business," said Jolly, who has over 30 years of experience as a financial advisor. "LPL's size is a big advantage. My business model focuses on providing financial management aligned to the personal needs of each client. I now have access to a scope of resources that will help to deepen the relationships I have with clients."

Jolly and his client service assistant, Michelle Diaz, who also has over 30 years of experience, join a team that has been part of the LPL family for over 15 years. Based in Fresno, Calif., Ford Financial Group has 14 team members, including nine financial advisors. "Our advisors share a focus on customer service and quality, and Steven is a wonderful addition to our team," said Kelle Butler, chief compliance officer with Ford Financial Group. "Our model is designed to help boost advisors' success. With LPL as our partner, advisors are able to take advantage of their extensive resources and capabilities, and our firm's systems and processes provide the back office support they need. Advisors don't have to be overwhelmed by managing the day-to-day operations; instead, they can have more time with clients."

"On behalf of LPL, I congratulate Ford Financial Group and extend a warm welcome to Steven," said Rich Steinmeier, LPL Financial managing director and divisional president, Business Development. "We are proud that our independent platform serves as a differentiator for Ford Financial Group. We are committed to delivering value in affiliation with LPL by making ongoing investments in the technology and innovative solutions that help our advisors thrive. We thank the Ford Financial Group for their continued partnership and look forward to supporting Steven and the entire team for many years to come."

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 July 31, 2018. Reported assets have not been independently and fully verified by LPL Financial.

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

LPL Financial, Steven Jolly and Ford Financial Group are separate entities.