



LPL Financial Welcomes Premier Investments of Iowa, Inc.

Oct 18, 2018

CHARLOTTE, N.C. – Oct. 18, 2018 – [LPL Financial LLC](#), a leading retail investment advisory firm and independent broker-dealer, today announced that Premier Investments of Iowa, Inc. has joined LPL's broker-dealer and corporate registered investment advisor (RIA) platforms. Premier Investments of Iowa reported that its advisors served approximately \$520 million of client brokerage and advisory assets as of Aug. 1, 2018*. The firm joins LPL from Cambridge.

Based in Cedar Rapids, Iowa, and founded in 1989, the firm is led by Jeff Johnston, president, and Brock Renner, vice president, and includes six additional advisors and six client and office support team members. The firm takes a comprehensive approach to financial management, undertaking a five-step planning process for all its clients. Johnston said his firm grew through word of mouth as well as marketing efforts, including hosting local TV and radio shows. Going forward, he said, he sees acquisitions as a potential opportunity for continued growth. "LPL was instrumental in helping us identify this potential, and they have the expertise and resources that can support us," he said.

Johnston said the team also appreciates having access to LPL's expertise, research and technology. "We believe LPL is moving the needle and setting the bar in the industry. We agreed that we wanted a partner that could make us even better," he said.

Their experience of moving their business to LPL furthered their appreciation for LPL's support and resources. Johnston credited the firm's technology and onsite support as factors that helped to accelerate their transition. "I firmly believe we are farther ahead than we could have been without their commitment and support," he said.

Rich Steinmeier, LPL managing director and divisional president, Business Development, said, "We are proud to have the opportunity to support Jeff and the Premier Investments of Iowa team. It is particularly exciting to see the ways technology has had a positive impact on their business, supporting their transition and enhancing their firm's practice management. We are committed to making ongoing investments in technology to be able to effect this type of increased efficiency and effectiveness in advisors' practices. We look forward to being an enabling partner to the Premier team for many years to come."

Learn more about their firm at PremierInvestmentsofIowa.com.

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 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 Premier Investments of Iowa, Inc. are separate entities. The views and opinions expressed by the LPL Financial advisor may not be representative of the views of other financial advisors and are not indicative of future performance or success.