LPL Financial Welcomes Seattle First Asset Management

Oct 30, 2018

CHARLOTTE, N.C. – Oct. 30, 2018 – LPL Financial LLC, a leading retail investment advisory firm and independent broker-dealer, today announced that Seattle First Asset Management, LLC has joined LPL's broker-dealer and corporate registered investment advisor (RIA) platforms. The firm reported that it served approximately $800 million of client brokerage and advisory assets as of Oct. 26, 2018*. Seattle First Asset Management joins LPL Financial from Signator Investors, Inc.

Founded in 2012 by Steven Jones, the firm has a history that dates back to 1954 when Steve's father, Floyd Jones, started his career as an investment advisor with a focus on building high quality stock portfolios for his clients. The younger Jones followed in his father's footsteps, owning stock by age 12 and launching his career as an advisor in 1986. "It was a common discussion around the dinner table. My father was a wonderful mentor," Jones said. Floyd Jones worked with his son until he passed away earlier this year at age 90.

Seattle First Asset Management is located in the Seattle metro area, and includes operations manager Loren McEwan, who holds FINRA Series 7 & 66 licenses. The team offers wealth management and investment advice. "What sets us apart is that we practice value investing and typically own what we recommend. We invest with a long-term perspective with low portfolio turnover to help manage the customer's tax exposure," Jones said.

Jones chose to move his business to LPL to take advantage of its technology, resources and support to continue growing his practice and have a partner for the long run. "LPL's technology can help us deliver better service and more value to our clients. The capabilities that come with having an integrated platform were important features as well. Being able to streamline many processes will create a better experience for our clients," Jones said.

"We welcome Steve and Loren to the LPL family," said Rich Steinmeier, LPL managing director and divisional president, Business Consulting. "We're excited to have this opportunity to support a second-generation firm like Seattle First. As the industry has evolved, LPL has made ongoing investments in the capabilities, resources and technology that can help advisors gain efficiency, differentiate their practices and address the needs of today's investors. We look forward to providing the Seattle First team the tools, expertise and investment solutions that will support their continued growth."

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 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 Seattle First Asset Management are separate entities.