



Advisors Lucas Mijares and Jesse Ettlín Join LPL Financial to Launch Zion Capital Wealth Management

Mar 15, 2023

CHARLOTTE, N.C., March 15, 2023 (GLOBE NEWSWIRE) -- [LPL Financial LLC](#) (Nasdaq: LPLA) announced today that financial advisors Lucas Mijares and Jesse Ettlín have launched an independent practice, Zion Capital Wealth Management, and joined LPL Financial's broker-dealer, RIA and custodial platforms. They have aligned with Mariner Advisor Network, an existing firm supporting LPL-affiliated advisors. The advisors of Zion Capital Wealth Management reported having served \$185 million in advisory, brokerage and retirement plan assets*. They join from Edward Jones.

Based in Grass Valley, Calif., Zion Capital Wealth Management is led by managing partners and co-founders Mijares and Ettlín. Friends and colleagues since 2016, the advisors said their shared values and convictions led them to establish Zion Capital. They are joined by Ariel McCormack, Brittney Still and Veronica Broskey, who will serve as office support and client services associates. Together, they believe all clients, regardless of their level of wealth or season of life, deserve an integrated team focused on bettering their financial futures.

By cultivating deep relationships, Mijares and Ettlín take a personal approach to advising their clients wherever they are on their financial journey. "The better we know someone personally, the better we can serve them professionally; we want 'huggable' relationships with our clients," Mijares said. "Through holistic, comprehensive financial plans and investment strategies, we're helping to empower our clients and their families to live meaningful lives. Jesse and I believe that if we steward our clients' money well, clients are better situated to become financially independent, and when you're financially independent, you start viewing money as a tool to leverage your quality of life. It becomes less about things and more about experiences and impacting others."

Ready to launch their new independent financial practice, Mijares and Ettlín turned to LPL and Mariner to help free up time to focus on their clients by removing the distractions of administrative and other non-client work. "With how quickly markets move, we wanted to position ourselves to have cutting-edge technology that allows us to manage our clients' hard earned money in any environment," said Ettlín. "And through our partnership with LPL and Mariner Advisor Network, we have access to added resources to grow our business in a client-centric way. We wanted to make sure that at the end of the day, we could look our clients in the eye and tell them with absolute certainty that we picked the best partners to align our practice with. We spent months interviewing with different firms because we were determined to make a decision that would maximize our clients' benefit."

Christopher Mercado, national managing director with the Mariner Advisor Network, stated, "We could not be more excited to welcome Lucas and Jesse to the Mariner Advisor Network. Younger advisors who have achieved this much success so early on in their careers are rare finds. We believe our open architected and expanded platform of services is ideally positioned to support their evolving and exciting growth trajectory in our rapidly changing industry."

Scott Posner, LPL executive vice president, Business Development, said, "We warmly welcome Lucas, Jesse and their staff to the LPL community and are honored to be part of Zion Capital's journey to independence. Through our integrated capabilities and comprehensive business management solutions, we're driving flexibility and efficiency, enabling our independent financial advisors to focus on business growth, entrepreneurialism and putting their clients first. We look forward to a long-lasting relationship with both Zion Capital and Mariner Advisor Network."

Related

Advisors, find an [LPL business development representative](#) near you.

About LPL Financial

LPL Financial (Nasdaq: LPLA) was founded on the principle that the firm should work for the advisor, and not the other way around. Today, LPL is a leader in the markets we serve**, supporting more than 21,000 financial advisors, including advisors at approximately 1,100 enterprises and at approximately 500 registered investment advisor ("RIA") firms nationwide. We are steadfast in our commitment to the advisor-centered model and the belief that Americans deserve access to personalized guidance from a financial advisor. At LPL, independence means that advisors have the freedom they deserve to choose the business model, services, and technology resources that allow them to run their perfect practice. And they have the freedom to manage their client relationships, because they know their clients best. Simply put, we take care of our advisors, so they can take care of their clients.

**Value approximated based on asset and holding details provided to LPL from year-end 2022.*

***Top RIA custodian (Cerulli Associates, 2020 U.S. RIA Marketplace Report); No. 1 Independent Broker-Dealer in the U.S. (Based on total revenues, Financial Planning magazine 1996-2022); among third-party providers of brokerage services to banks and credit unions, No. 1 in AUM Growth from Financial Institutions; No. 1 in Market Share of AUM from Financial Institutions; No. 1 in Market Share of Revenue from Financial Institutions; No. 1 on Financial Institution Market Share; No. 1 on Share of Advisors. (2021-2022 Kehler Bielan Research & Consulting Annual TPM Report). Fortune 500 as of June 2021.*

LPL Financial and its affiliated companies provide financial services only from the United States.

Securities and advisory services offered through LPL Financial LLC, an SEC-registered broker-dealer and investment advisor. Member FINRA/SIPC. Zion Capital Wealth Management, Mariner Advisor Network and LPL Financial are separate entities.

Throughout this communication, the terms “financial advisors” and “advisors” are used to refer to registered representatives and/or investment advisor representatives affiliated with LPL Financial LLC.

We routinely disclose information that may be important to shareholders in the “Investor Relations” or “Press Releases” section of our website.

Connect with Us!

<https://twitter.com/lpl>

<https://www.linkedin.com/company/lpl-financial>

<https://www.facebook.com/LPLFinancialLLC>

<https://www.youtube.com/user/lplfinancialllc>

Media Contact:

Media.relations@LPLFinancial.com

(704) 996-1840

Tracking #1-05362839