LPL Financial

LPL Financial Welcomes C&N Wealth Management to Its Institution Services Platform

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CHARLOTTE, N.C., April 11, 2023 (GLOBE NEWSWIRE) -- LPL Financial LLC announced today that C&N Wealth Management, a subsidiary of Citizens & Northern Corporation (“C&N”) (Nasdaq: CZNC), has joined LPL Financial’s Institution Services platform. The program’s financial professionals reported having served approximately $475 million in brokerage, advisory and retirement plan assets.* They were previously affiliated with Cetera Financial Group.

C&N opened its first location in Wellsboro, Pa., during the height of the American Civil War. Since 1864, the company has expanded to 31 offices across Pennsylvania and New York. With 15 advisors and 45 department-wide staff members, the team at C&N Wealth Management offers customized investment and wealth planning solutions to individuals, charitable and endowment funds, and corporations.

”C&N’s wealth management services are key to driving financial well-being in the community and, through LPL, we have a strong partner to help us deliver on our mission,” said Matthew Bower, CTFA, CWM, executive vice president and chief wealth management officer at C&N. “We are expanding our capabilities to deliver advisory services to more clients in new regions. LPL’s strength in the market, industry-leading technology and exceptional advisor support make it the right partner as we broaden our footprint, build the Wealth Management Team and prepare for emerging opportunities.”

“For nearly 160 years, C&N has been about driving financial wellness to strengthen the very fabric of our society, and that’s what makes it stand out among its peers,” said J. Bradley Scovill, president and CEO at C&N. “We pride ourselves on being a community bank first and are deeply invested in our clients’ financial journeys. C&N’s mission is to create value through lifelong relationships for customers, teammates, shareholders and communities as their resource for customized financial solutions, expertise and partnership.”

“C&N has a long history of providing clients, businesses and the communities they serve with sound advice and stability, even in the most trying of times,” said Ken Hullings, LPL Financial executive vice president, Enterprise Business Development. “LPL is proud to align with such an established and esteemed institution and support them as they continue to expand their wealth management business. We remain committed to investing in the technology, digital capabilities and comprehensive resources and solutions that help the financial institutions we serve to differentiate their offering and grow their profitability.”

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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 Kehrer 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. C&N Wealth Management, C&N Bank 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.

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About C&N
C&N is an independent community financial services company providing complete banking, financial, investment and insurance services with 30 full-service offices located throughout Bradford, Bucks, Cameron, Chester, Lycoming, McKean, Potter, Sullivan and Tioga, counties in Pennsylvania and Steuben County in NY. C&N also operates one loan production office in Elmira, NY, which offers commercial, residential and consumer lending services. C&N can be found on the worldwide web at www.cnbankpa.com. The Company's stock is listed on NASDAQ Capital Market Securities under the symbol CZNC.

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