LPL Financial

LPL Financial Welcomes Financial Advisor David W. Rodgers

Jul 12, 2023

CHARLOTTE, N.C., July 12, 2023 (GLOBE NEWSWIRE) -- LPL Financial LLC announced today that financial advisor David W. Rodgers CFP®, has joined LPL Financial's broker-dealer, RIA and custodial platforms, aligned with existing firm Independent Advisor Group (IAG). He reported having served approximately $145 million in advisory, brokerage and retirement plan assets*, and joins LPL from Wells Fargo Advisors.

Based in Broomall, Pa., Rodgers shifted early on from a career in sales to the financial services industry, growing his practice organically by providing goals-based, personalized financial planning for families, individuals and business owners. "I focus heavily on financial planning and putting the right investment strategies in place to help clients work toward their goals and make the most of their investments," Rodgers said.

Looking to elevate his financial planning offerings and the client service experience, Rodgers turned to IAG and LPL to help take his practice to the next level.

"During the due diligence process, I quickly became impressed with LPL's depth and breadth of resources, particularly the robust financial planning platform, top-tiered investment strategies and research," he said. "It was clear that LPL would put my clients in the best position as they seek to maximize their returns and reduce risks, all while receiving a higher level of service. I'm also fortunate to be joining an experienced group of advisors at IAG and will have access to a seasoned support team, localized services, guidance and oversight so that I can stay focused on clients."

Rodgers added that LPL provides greater autonomy and sense of ownership. He also appreciates that LPL does not offer proprietary investment products, which allows him to put clients' best interests at the forefront of everything he does. "LPL's emphasis on independence made the move all that more appealing," Rodgers said.

"Upon getting to know Dave, it was apparent he is passionate about his clients and their goals," said Michael Brady, IAG Managing Partner. "Dave is a family man, and we believed immediately that he would fit nicely into the family atmosphere and collaborative spirit we foster at IAG. Here, he can leverage our robust service offering, oversight and combined decades of history with LPL to do what he does best. We are proud to add him to our growing organization."

Scott Posner, LPL Executive Vice President, Business Development, stated, "We welcome Dave to the LPL community and congratulate IAG on its growth. We are delighted to support Dave's journey to independence as he seeks new ways to elevate the service experience and put clients' best interests first. At LPL, we provide ultimate choice and flexibility in how advisors build their ideal practice. We are committed to being a partner for the long run, making investments in innovative capabilities and robust business resources designed to help advisors thrive. We look forward to a long-lasting relationship with Dave and the entire team at IAG."

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About LPL Financial
LPL Financial Holdings, Inc. (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-mediated advice 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.

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.

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

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

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