



## LPL Financial Welcomes Morristown Wealth Management

Oct 7, 2024

SAN DIEGO, Oct. 07, 2024 (GLOBE NEWSWIRE) -- [LPL Financial LLC](#) (Nasdaq:LPLA) announced today that financial advisors Don Giovanello, Jr., and Gian Paoella, CFP®, with Morristown Wealth Management have joined LPL Financial's broker-dealer, RIA and custodial platforms. They reported having served approximately \$340 million in advisory and retirement plan assets\* and join LPL from Raymond James Financial Services.

The Morristown, N.J., -based family practice was established in 2009 by Don Giovanello, Sr., a beloved advisor who sadly lost his battle to cancer in 2018. His son, Don Jr., grew up immersed in the business and joined the practice in 2010 right out of college. He credits his father as a mentor and the driving inspiration for his career path and unwavering work ethic. Gian, who is Don, Jr.'s brother-in-law, is partner in the firm, joining in 2018 following an initial career in investment product sales. Rounding out the group is longtime practice manager Ellen Luithle, who started her career 25 years ago working alongside Don Sr. and continues to be an integral part of the team.

With a meticulous approach to financial planning, asset management and portfolio construction, the team offers a wide range of personalized services to address the diverse financial needs of individuals, families and business owners nationwide.

"Our clients are our top priority, and we strive to understand their unique circumstances so we can create distinctive plans that provide a roadmap for their financial journey," said Giovanello, who built much of his business by prospecting Penn State alumni. "Guided by dedication and integrity, we focus on creating lasting relationships with clients, not just trading stocks, bonds and mutual funds."

Looking to elevate their business and set the tone for the next chapter of their journey, the Morristown team decided to return to LPL.

"Our industry is experiencing an aging advisor population, with the average age becoming a topic of increasing concern," said Giovanello, who spent the first seven years of his career with LPL. "As younger advisors, we saw this as an opportunity for Morristown Wealth Management to bridge that age gap and bring a fresh perspective to our clients. LPL is a great platform to support our future growth and help us take my dad's legacy to the next level."

Paoella added, "We look forward to leveraging LPL's open architecture platform, robust technology and strategic business resources that will enable us to continue growing our business and deliver the best possible services to our clients. We appreciate that LPL doesn't offer proprietary investment products, meaning as independent advisors, we can choose appropriate products and strategies for our clients. Our holistic approach to financial planning, combined with LPL's resources, will allow us to continue to deliver personalized, comprehensive advice that meets our clients' needs."

Scott Posner, LPL Executive Vice President, Business Development, said, "We welcome Don and Gian to the LPL community and look forward to helping them honor Don Sr.'s legacy as they build their ideal practice for the future. At LPL, we are deeply committed to giving advisors ultimate choice and flexibility in how they operate, along with differentiated tools and resources to help them deliver great advice and run thriving businesses."

### **Related**

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### **About LPL Financial**

LPL Financial Holdings Inc. (Nasdaq: LPLA) was founded on the principle that LPL should work for advisors and institutions, and not the other way around. Today, LPL is a leader in the markets we serve, serving more than 23,000 financial advisors, including advisors at approximately 1,000 institutions and at approximately 580 registered investment advisor firms nationwide. We are steadfast in our commitment to the advisor-mediated model and the belief that Americans deserve access to personalized guidance from a financial professional. At LPL, independence means that advisors and institution leaders have the freedom they deserve to choose the business model, services and technology resources that allow them to run a thriving business. They have the flexibility to do business *their way*. And they have the freedom to manage their client relationships, because they know their clients best. Simply put, we take care of our advisors and institutions, so they can take care of their clients.

**Securities and Advisory services offered through LPL Financial LLC ("LPL Financial"), a registered investment advisor.** Member FINRA/SIPC. LPL Financial and its affiliated companies provide financial services only from the United States. Morristown Wealth Management 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.

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 end of year, 2023.*

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