

FOR IMMEDIATE RELEASE

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FREEDMAN FINANCIAL RECOGNIZED BY FORBES AS A BEST IN STATE WEALTH ADVISOR

Nationally Recognized and Ranked in the Top 20 Best-In-State for Massachusetts

[PEABODY, MA] — [JANUARY 28, 2020] – Marc Freedman of Freedman Financial was recently ranked No. 19 in Massachusetts* in Forbes’ annually published Best-In-State Wealth Advisors. According to *Forbes*, the annual list highlights over 4,000 of the nation’s top-performing advisors, nominated by their firms and then evaluated based on a qualitative algorithm and quantitative criteria administered by SHOOK Research. The criteria include interviews, industry experience, community involvement, compliance records, revenue trends and client retention**.

Unlike a “robo-ranker”, SHOOK Research creates rankings of role models—advisors that are leading the way in offering best practices and providing a high-quality experience for clients. "Here's what our research has found: the very best advisors are laser focused on having a positive impact on their clients' lives," says R.J. Shook, president and founder, SHOOK Research. "They want to add meaning, help them live better lives." Marc



concludes with, “*We Care. Deeply.* is not just a part of our branding, it is how the entire Freedman team efforts to enrich the financial lives of our clients, every day.”

Marc Freedman is based in Peabody, MA and provides financial planning and investment management, and explains it this way, “Our approach is smart, yet uncomplicated,” he continues, “At

Freedman Financial, real financial planning means having honest conversations. These help us guide our clients towards capitalizing on their life's work. Our mission is to deliver a financial plan tailored to one's personal needs, guided through life's key financial conversations, and to make sure the families we serve are confident in our advice year after year."

Marc Freedman is an LPL Financial advisor. LPL is the nation's largest independent broker-dealer*** and a leader in the retail financial advice market, providing resources, tools and technology that support advisors in their work to enrich their clients' financial lives.

About Freedman Financial

Located in their new home at 41 Cross Street, Peabody, above Alto Forno restaurant, Freedman Financial continues to serve the financial planning and investment management needs of the community with "financial advice in a language you can understand™".

Freedman Financial of Peabody, MA currently serves the financial planning and investment management needs of 450 households and manages \$450 Million as of 12/31/2019. They are registered investment advisor with the Securities and Exchange Commission. Securities are offered through LPL Financial. Member FINRA/SIPC.

Freedman Financial is a separate entity from LPL Financial.

If you would like more information about Freedman Financial, please contact Jodi Deldon, Director of First Impressions at 978-531-8108, jodi@freedmanfinancial.com or www.freedmanfinancial.com

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 them with 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. LPL.com

* Massachusetts, excluding Boston.

** The Forbes Best-In-State Wealth Advisor ranking, developed by SHOOK Research, is based on in-person and telephone due diligence meetings and a ranking algorithm that includes client retention, industry experience, review of compliance records, firm nominations, and quantitative criteria, including assets under management and revenue generated for their firms. Portfolio performance is not a criterion due to varying client objectives and lack of audited data. Neither Forbes nor SHOOK Research receives a fee in exchange for rankings.

LPL Financial, Forbes magazine and SHOOK Research are all separate entities.

*** Based on total revenues, Financial Planning magazine, June 1996-2019

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