FOR IMMEDIATE RELEASE

GOOD LIFE WELCOMES FIRENZE WEALTH MANAGEMENT

READING, PA — April 1, 2019 — Good Life announces a new partnership with Firenze Wealth Management, a Portland, OR-based private practice with over 50 years of combined experience in the industry. Founders Carrie Mullins and Sara Tanner lead the team, which was previously with Foresters Financial. They bring with them three Advisors: Susan Perry, Sierra SwiDrak, and Davis Siliga, one Financial Representative: Kalin Rooney, and five Client Care Specialists: Steven Mahoney, Zia Mareck, Annie Holcombe, Ellie Higbee and Miranda Olson. The advisors at Firenze reported that they managed approximately $390 million of client brokerage, advisory and retirement plan assets*.

"We are ecstatic to have the Firenze team join our community of advisors at Good Life," said Conor Delaney, Founder and CEO of Good Life. "Carrie and Sara are natural leaders who were born to be entrepreneurs. We are lucky that they have chosen Good Life as their vehicle to get them there and we are proud of our partnership with LPL. At Good Life we help advisors go into business for themselves, but not by themselves. Together we can provide the support to help achieve success in the independent model."

"LPL's culture fits with our values and we believe they are the best choice to help us provide our clients with objective advice in the independent model," said Tanner. "With LPL we get access to best practice solutions that can promote our growth, and our partnership with Good Life supports our commitment to community outreach. They share our focus to do work that is for the greater good of the community."

Firenze was hatched during a trip to Florence, Italy in 2017, as the women became inspired by the multifaceted insights that influenced the Renaissance. They take a similar approach to financial guidance, offering holistic financial planning and wealth management services with a focus on education in serving their clients. To reach Firenze Wealth Management, please call (503) 963-6555.

About Good Life

Good Life is driven to change the way in which financial products, services and advice are distributed to everyday clients in communities across the country. To stand out in an industry that has been largely commoditized, Good Life needs to be different to be great. Sometimes being different is not just about being focused on the financial services offered to clients or advisors, but it is about building an ecosystem and community that improves lives. The Good Life culture is centered around a vibrant, upbeat work environment where employees are encouraged to think freely, dress for their day, all while having a strong focus on overall financial health and physical wellness. For more information, visit GoodLifeCo.com and GoodLifeIA.com

Securities and advisory services offered through LPL Financial, a Registered Investment Advisor, Member FINRA/SIPC.

*Based on prior business and represents assets that would have been custodied at LPL Financial, rather than third-party custodians. Reported assets and client numbers have not been independently and fully verified by LPL Financial.

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