



FOR IMMEDIATE RELEASE

## **GOOD LIFE WELCOMES ROB ZAIDMAN**

**READING, PA — September 6, 2019** — Good Life announces a new partnership with Rob Zaidman, a Philadelphia-based portfolio manager and wealth advisor launching Zaidman Investment Management.

“Rob Zaidman embodies the term independence, not only for his clients but for himself,” said Caitlin Degler, Director of Advisor Relations at Good Life. “We are honored to help him achieve greater independence throughout his business and his life while guiding his clients on the path to financial freedom. The team at Good Life is thrilled to watch Rob flourish and is privileged he chose us as a partner.”

“The goal is and always was to provide meaningful investments with mindful execution,” said Zaidman. “After years of building a strong financial advisory practice, the logical next step was to partner with an RIA that was forward looking. This move will better solidify the relationships I have built with clients and pave the path for continued success.”

Rob Zaidman began his career in the financial services industry in 2011 and has worked with 1847Financial and Morgan Stanley before joining Janney Montgomery Scott in 2016. Following his passion of building pure investment strategies with millennials, Zaidman Investment Management was born in September of 2019. Meaningful investments, mindful execution. These four words best describe what Rob does for his clients.

The mantra, learned from Charlie Munger, is “find out what works, and do it.” In a world of countless opportunities and choices, there are few who have a true understanding of what they are invested in and why. Something Rob always reminds his clients is that the investments are meaningless unless they translate to a better life in the future for his clients and their families. He believes in long-term relationships and earning your continued trust. A great reputation must be earned and, once earned, can be relied upon by your family for generations. This is not a commitment he takes lightly.

Doing the right thing is the center of his philosophy. With the commodification of information and opinions through the internet and other outlets, Rob believes that having a level perspective is imperative to building wealth.



Rob graduated from Towson University in 2010 and was a member of the Financial Management Association and Sigma Pi fraternity. Outside of the office, Robert enjoys traveling, exercising, golf, basketball and philanthropy. To reach Zaidman Investment Management, please call (215) 630-1743.

### **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](http://GoodLifeCo.com) and [GoodLifeIA.com](http://GoodLifeIA.com)

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