FOR IMMEDIATE RELEASE

GOOD LIFE WELCOMES ANDREW & RJ NORRIS

READING, PA — November 11, 2020 — Good Life announces a new partnership with Andrew and RJ Norris, two Portland-based wealth managers with over 45 years of combined experience in the financial industry. Andrew and RJ are launching Generation to Generation Financial.

“Good Life Companies is proud to announce the creation and onboarding of our newest partner firm, Generation to Generation Financial,” Caitlin Degler, SVP of Business Development, had to share, “Just as they deliver exemplary service to the families they serve, they are now a part of our family. This dynamic team with 45 years of combined experience will truly simplify life from generation to generation.”

“The world has changed and we’re changing with it,” said RJ Norris. “Today’s technology allows us to build our own wealth management firm where we have more control. We will have an expanded universe of security offerings and an advanced trading platform provided by LPL Financial, the largest independent broker-dealer in the country, serving over 16,000 advisors. We will be able to better manage our client care and service through our affiliation with Good Life Advisors.”

“Generation to Generation Financial will be better able to provide financial guidance tailored to both your individual and family financial needs,” said Andrew Norris. “We won’t be distracted by corporate drives to push loans, plans or products, but focus entirely on your financial and family needs. We’ve always been the shield between what our corporate managers want and what we believe our clients truly need. Now we can work without interference in the way you feel most comfortable.”

RJ grew up in a Northern California timber community and graduated with a Bachelor of Science degree from the College of Business Administration in 1976. He started his career in 1985 with little experience but heavy on the things that have endured during his career: Honesty, Integrity and Empathy. Those powerful attributes have allowed him to create family relationships that have endured over the past three plus decades, often serving three generations. He learned that most clients have one thing in common, they want to leave their children a little better off than themselves. To reach RJ Norris, please call (503) 821-7132.

Andy joined his father at work as a financial advisor right out of the University of Oregon in 2011, where he earned his Bachelor of Science degree in Business, specializing in finance and economics. Over the past 9 years, Andrew gained an invaluable amount of experience helping clients and navigating the financial landscape. During this time, he also achieved his CFP® certification by passing rigorous testing and maintaining the highest ethical standards. Andrew crafts personalized approaches for his clients and their families to pursue their financial futures today and for generations to come. His specializations are in retirement planning, estate planning, insurance, college planning, as well as short and long-term investment management. To reach Andrew Norris, please call (503) 821-7134.

About Good Life

Good Life Companies was launched to create a platform for financial advisors that are in the pursuit of their own version of the good life. Driven to change the way in which financial products, services and advice are distributed, Good Life provides turn-key solutions such as: real estate, technology, marketing and back-office support, allowing advisors to focus on what's most important, serving their clients. For more information, visit GoodLifeCo.com and GoodLifeIA.com.

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

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