



FOR IMMEDIATE RELEASE

## GOOD LIFE WELCOMES UMBRELLA WEALTH MANAGEMENT

**READING, PA — February 25, 2022** — Good Life announces a new partnership with Maxwell Demeritte, Jr., Financial Advisor and Founder of Umbrella Wealth Management in Coral Springs, Florida. Maxwell brings with him 12 years of experience in the industry.

“Good Life proudly welcomes Maxwell Demeritte to our family of independent financial advisors,” said Conor Delaney, CEO at Good Life. “Maxwell has built a valuable business and we look forward to providing exceptional service and trusted guidance as he grows Umbrella Wealth Management.”

“I joined Good Life because of their great team and exceptional service offering without the sales goals,” said Demeritte. “I love the autonomy and independence that allows me to focus on what matters most: my clients and their needs in good times and bad.”

Maxwell Demeritte, Jr. grew up in Nassau, Bahamas and holds a Bachelor of Science in Business Administration and a Bachelor of Science in Marketing from North Carolina Wesleyan College. Maxwell began his career in the financial services industry in 2010 and previously worked at Fidelity Investments and Wells Fargo Advisors, and was a supervisory principal for 15 investment branches with 362 financial advisors. Maxwell holds the Series 7, 9, 10 and 63 licenses through LPL Financial, the Series 65 with Good Life Advisors, along with his life and health insurance licenses. He specializes in Portfolio Management, Life Insurance, 529 Plans, Annuities, and 401k Planning. Maxwell resides in Coral Springs with his wife and three young sons. In his spare time, he enjoys fishing, cooking, grilling, gardening, and viewing the local wildlife.

To reach Maxwell Demeritte, Jr., please email [maxwell.demeritte@lpl.com](mailto:maxwell.demeritte@lpl.com) or visit [www.umbrellawm.com](http://www.umbrellawm.com).

Securities offered through LPL Financial, member FINRA/SIPC. Investment advice offered through Good Life Advisors, LLC, a registered investment advisor. Umbrella Wealth Management, LLC and Good Life Advisors, LLC are separate entities from LPL Financial.

### **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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