



FOR IMMEDIATE RELEASE

GOOD LIFE WELCOMES APEIRON WEALTH MANAGEMENT

READING, PA — MAY 2, 2022 — Good Life announces a new partnership with Joseph E. Simon, Founder and Senior Wealth Advisor of Apeiron Wealth Management in Williamsburg, Virginia. Joseph brings with him 23 years of experience in the industry.

“I have had the good fortune of knowing Joe for over 10 years,” said Conor Delaney, CEO at Good Life. “He has made a great transition from serving advisors to serving communities, business owners, and families. I am elated that his road to independence brought him back to Good Life.”

“Apeiron Wealth Management was founded to help families build a financial future with boundless opportunities,” said Simon. “Affiliating with Good Life and LPL Financial, I have access to comprehensive research, financial strength, and robust technology. That combined with an open architecture platform frees us from corporate goals and sales incentives, which allows us to provide clients with a personalized experience and comprehensive planning customized to their individual goals.”

Joseph Simon grew up in Brockton, MA and holds a Bachelor of Science degree in Business Administration from Stonehill College in Easton, MA. Joseph began his career in the financial services industry as a Financial Advisor at American Express Financial Advisors and Painwebber. Joseph holds the Series 7, 63 and 66 licenses through LPL Financial, the Series 65 with Good Life Advisors, along with his life, accident, and health insurance licenses. He specializes in building comprehensive financial plans customized to the individual goals of client families. Joseph resides in Chester, VA with his wife Natalie and four kids: Joey, Eve, Avery and Wren. In his spare time, he enjoys playing golf, listening to music, and traveling. He is also an auto enthusiast and an avid Boston Red Sox and New England Patriots fan.

To reach Joseph Simon, please email jsimon@apeironwm.com or visit www.apeironwm.com.

Securities offered through LPL Financial, member FINRA/SIPC. Investment advice offered through Good Life Advisors, LLC, a registered investment advisor. Apeiron Wealth Management 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 and GoodLifeIA.com.

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