



FOR IMMEDIATE RELEASE

## GOOD LIFE WELCOMES BRIAN CROOK

**READING, PA – MARCH 13, 2023** – Good Life announces a new partnership with Brian Crook, a 30-year veteran of the financial services industry. Brian has partnered with Jeff Herbek, RICP® and Jason Haas, CFP® to create Summit Wealth Planning in Eagle, Idaho.

“Good Life is thrilled to announce that Brian Crook is bringing his practice to Good Life where he can continue to provide best in class service and advice to his clients,” said Christopher Begbie, Director of Business Development at Good Life. “Joining forces with current Good Life advisors Jeff Herbek and Jason Haas to form Summit Wealth Planning is going to provide depth and continuity to their already robust practices.”

“Following 30 years in the financial services industry, functioning as a financial consultant, branch manager, and finally as an independent Wealth Manager, I am excited to join Jeff and Jason in creating Summit Wealth Planning,” said Crook. “Our team, with the assistance of Good Life, will enhance the depth and quality of service I strive to deliver to my clients. I look forward to our future together!”

Brian Crook holds a bachelor’s degree from Oregon State University. Brian offers advice and insights across all factors of a client’s financial and wealth planning needs. Brian volunteers his time within the community to help make a difference. He was one of the founding board members of the Eagle Kiwanis Club and Charter President, as well as serving on the Eagle City Planning and Zoning Committee.

To reach Brian Crook, please email [brian@swealthplan.com](mailto:brian@swealthplan.com) or visit [www.swealthplan.com](http://www.swealthplan.com).

Securities offered through LPL Financial, member FINRA/SIPC. Investment advice offered through Good Life Advisors, LLC, a registered investment advisor. Summit Wealth Planning 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).

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