

Good Life Companies Hires Lauren Hoyt-Williams to Lead Marketing and Communication

Former LPL Financial Head of Public Relations Joins Good Life Executive Team to Grow Awareness and Enrich Advisor Value for Its Differentiated Service and Support Model

Reading, Pa. – March 20, 2023 – Good Life Companies (Good Life), a leading partner to independent financial advisors nationwide, announces the hiring of Lauren Hoyt-Williams as Vice President, Marketing and Communication. In her role, Hoyt-Williams is responsible for the strategy and execution of activities across brand, PR, marketing and employee and advisor communication. Hoyt-Williams reports directly to Chief Executive Officer Conor Delaney and joins the company’s executive leadership team.

Hoyt-Williams has more than 20 years of experience across PR, Corporate Communication and brand marketing. She most recently served as head of PR at LPL Financial, where she directed the firm’s external narrative and led the strategy and execution of media and industry engagement to grow brand value for the Fortune 500 company.

“Lauren’s addition to the Good Life leadership team is a tremendous win for our company and our advisors,” said Delaney. “She brings a deep understanding of the advisory marketplace and has strong relationships with LPL, industry leaders and media. Her experience and proven ability to grow awareness, shape perceptions, create connections and drive outcomes will empower growth for our advisors and our company. I have immense respect for her strategic mindset, her integrity and the passion she brings to all she does. We are excited to bring her energy and experience to Good Life.”

Good Life was founded in 2012 by Delaney, a financial advisor and entrepreneur, who understood the need for a turn-key solution to support the growing number of financial advisors operating independently. Today, the Good Life advisor network is made up of more than 200 financial advisors across the country who serve approximately 70,000 client accounts and nearly \$10 billion of assets under management. Good Life provides comprehensive support to advisors’ practices, including real estate, infrastructure, technology and resources that enable the delivery of financial advice and insurance services as well as the brand, marketing, administrative, HR and strategic growth services to help advisors operate their businesses.

“I am thrilled to join Good Life and play a meaningful role to strengthen the culture, deepen advisor connections and shape the future of the company,” said Hoyt-Williams. “Good Life is poised to be a significant leader in the marketplace by offering a compelling value proposition that is backed by purpose and commitment to the advisor and his or her overall wellbeing. The financial advice marketplace is a complex and competitive environment. Understanding how a partner firm delivers value should be clear—both in how it’s communicated and how it’s experienced. I’m eager to begin to shape the Good Life story and help advisors connect to the services and support that empower them in their care for themselves, their clients and their businesses.”

Prior to working in financial services, Hoyt-Williams led PR for a healthcare company and held roles in PR and integrated marketing at Busch Gardens, a SeaWorld Parks & Entertainment brand. She began her



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career as a features writer and columnist for a daily newspaper. She graduated from the University of Florida, earning bachelor's degrees in both Advertising and Journalism. Hoyt-Williams lives in Fort Mill, S.C., with her kids, Zoe and Reese.

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About Good Life

Good Life is driven to change how 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, and 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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