



LPL Financial Welcomes Prince Financial Services

Oct 14, 2026

SAN DIEGO, Oct. 14, 2026 (GLOBE NEWSWIRE) -- [LPL Financial LLC](#) announced today that the financial professionals of Prince Financial Services have joined LPL Financial's broker-dealer, Registered Investment Advisor (RIA) and custodial platforms. The Seattle-based firm reported serving approximately \$1 billion in advisory, brokerage and retirement plan assets* and joins LPL from Northwestern Mutual.

Founded by Julie Prince and Dave Burnett, Prince Financial Services has evolved from a collection of independent financial services into a collaborative ensemble serving retirees, business owners, high-net-worth families and technology professionals across the Pacific Northwest and beyond. The firm is led by partners Julie Prince, CLU®, Dave Burnett, Cade Mossman, CFP®, Conner Gehring, CFP®, ChFC®, CLU®, CLTC® and David DeYoung.

At the core of the firm's philosophy is a planning-first approach designed to help clients work toward "financial freedom now and forever." Every client relationship begins with a comprehensive financial plan that serves as the foundation for investment decisions, wealth management strategies and long-term financial guidance. Advisors regularly update those plans as clients' circumstances evolve and maintain an open-door approach focused on accessibility, proactive communication and personalized service.

"We're planners first and foremost," said Mossman. "Everything we do starts with understanding where a client wants to go and creating a roadmap to help them get there. Whether we're working with retirees, business owners, entrepreneurs or technology professionals, our goal is to provide clarity and confidence through thoughtful planning and advice that puts the client's interests first."

The team differentiates itself through a deeply collaborative culture that extends throughout the organization. Advisors intentionally build relationships across one another's client bases, while operations and planning professionals are encouraged to develop meaningful client connections. This team-oriented structure helps ensure continuity, responsiveness and a consistent client experience.

"We've worked hard to build a culture where every member of the firm feels invested in every client relationship," Mossman said. "Our clients know they have an entire team behind them, not just a single advisor. That culture of collaboration allows us to deliver a higher level of service while ensuring our clients always have qualified professionals they can turn to for guidance."

Why Prince Financial Services Chose LPL

As the firm evaluated its future and explored affiliation options, the team conducted an extensive review of the wealth management landscape, considering a wide range of independent and broker-dealer platforms. Ultimately, Prince Financial Services selected LPL for its technology capabilities, advisor-focused service model and long-term commitment to innovation.

"We spent nearly a year researching potential partners and met with numerous firms before making our decision," Mossman said. "LPL stood out because of its continued investment in technology and its commitment to helping advisors operate at their highest level. We believe those capabilities will help us serve our clients more efficiently today while positioning our firm for continued growth and success in the years ahead."

Marc Cohen, Chief Growth Officer at LPL Financial, said, "Prince Financial Services has built an impressive business by staying true to two principles: thoughtful financial planning and a highly collaborative approach to serving clients. They've created a culture where clients benefit from the collective knowledge and relationships of the entire team, which has helped them build deep trust and lasting connections across generations. We are honored they chose LPL for this next chapter and look forward to supporting their continued success."

Prince Financial Services is supported by a multidisciplinary administrative team that includes Thomas Evans, Laura Mount, Sarah Fleming, Shanna Johnson, Anastasia Potapova, Lindsay Rudolph, Kate Foley, Alyssa Smith, Roxanne Reid and Hannah Johnston.

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About LPL Financial

LPL Financial Holdings Inc. (Nasdaq: LPLA) is among the fastest growing wealth management firms in the U.S. As a leader in the financial advisor-mediated marketplace, LPL supports more than 32,000 financial advisors and the wealth management practices of approximately 1,100 financial institutions, servicing and custodizing approximately \$2.6 trillion in brokerage and advisory assets

on behalf of approximately 8 million Americans. The firm provides a wide range of advisor affiliation models, investment solutions, fintech tools and practice management services, ensuring that advisors and institutions have the flexibility to choose the business model, services, and technology resources they need to run thriving businesses. For further information about LPL, please visit www.lpl.com.

Securities and advisory services offered through LPL Financial LLC (“LPL Financial”), a registered investment advisor and broker-dealer, member FINRA/SIPC. Prince Financial Services and LPL Financial are separate entities.

Throughout this communication, the terms “financial advisors” and “advisors” are used to refer to registered representatives and/or investment advisor representatives affiliated with LPL Financial.

We routinely disclose information that may be important to shareholders in the “[Investor Relations](#)” or “[Press Releases](#)” section of our website.

**Value approximated based on asset and holding details provided to LPL from end of year, 2025.*

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