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McLaughlin Asset Management Announces Name Change to McLaughlin Private Wealth

McLaughlin Asset Management, a boutique wealth advisory practice with more than 30 years of providing consultative and client-focused financial services, has officially announced their firm name change to **McLaughlin Private Wealth.** The new **McLaughlin Private Wealth** name is a realization of the firm's vision instilled since its founding in 1991 by Managing Partner, Michael McLaughlin, CFP®, CRPS™, RICP®, to empower clients in pursuit of their goals by creating a solid financial foundation that provides confidence in all aspects of life.

The **McLaughlin Private Wealth** name will be supported by the tagline, "*Prepare for Tomorrow. Live For Today*." which reflects the firm's commitment to offer intelligent and integrity-based financial strategies that put the client's present and future financial success at the heart of every action so they can enjoy their wealth today with confidence. Further, the word selection of the tagline was purposeful as **McLaughlin Private Wealth** transcends the traditional advisor-client dynamic, placing emphasis on developing meaningful, long-term client relationships forged on a values-based approach which guides clients in achieving their most significant life today.

As summarized by Managing Partner, Michael McLaughlin, CFP®, CRPS™, RICP®, "The evolution of our firm is one I take great pride in, and the new **McLaughlin Private Wealth** name perfectly expresses the totality of that journey. Our firm is comprised of a team of experienced professionals who partner every day to protect our clients' fiscal future with best-in-class wealth management solutions, advice and client service. Additionally, we are passionate advocates of our clients' goals and financial security and work with tireless devotion to provide sustainable strategies to meet their needs. This results in both a firm and client-based focus on a cohesive private wealth vision that is unique in its application within the financial services industry."

McLaughlin Private Wealth offers a comprehensive wealth management and advanced planning process that puts the client's present and future financial success at the heart of every action, allowing them to plan for tomorrow while having the confidence to live for today and enjoy their wealth. The firm works in a fiduciary capacity with accomplished clientele including multi-generational families, professionals planning for retirement, women in transition through divorce or widowhood, and entrepreneurs preparing for a liquidity event. Their financial, investment management and estate planning services are grounded in deep discovery and incorporate thoughtful, consultative, and transparent strategies that address the client's most complicated and unique needs and objectives while fostering trust and building long-term and meaningful relationships. The firm's high-touch and team-oriented approach serves select clients and often the adult "children" of their clients in key areas of financial decision-making helping them preserve, safeguard and transfer wealth, take care of and protect their heirs, actively manage risk, mitigate taxes, and establish a plan of charitable giving.

For more information on **McLaughlin Private Wealth,** visit www.mclaughlinpw.com or call 856-216-8444.