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## **Christiana Lovelace, AAMS® Leaves Edward Jones To Open Diamond Pointe Financial In Hickory, North Carolina**

HICKORY, NC - [Winthrop & Co.](#) formally announces Mrs. Christiana Lovelace, AAMS® has opened an independent financial firm [Diamond Pointe Financial](#), a subsidiary of LPL Financial, one of the largest independent broker-dealers in the country. Christiana has built an impressive niche portfolio due to the unique nature of furniture manufacturing in Northwest Hickory, focusing on entry level to executive employees. Her passion for community and helping others has inspired her to build Diamond Pointe Financial.

Christiana, formally affiliated with Edward Jones, started her career in 2012 as a personal banker with Bank of America, later transitioning to Edward Jones as a financial advisor.

“It was tough to make up my mind at first, but once I was committed, it was full steam ahead and Taylor's help really confirmed that for me. I finally realized that I was working harder to build up my name independently for when I left, than I had ever worked to build up my firm while I was staying.” -*Christiana Lovelace, AAMS® President of Diamond Pointe Financial*

Now settled into independence, Christiana highlights two important factors from LPL– their technology and admin support. She notes, “Taking on more compliance duties is always a little intimidating, especially when you've had a lot of hand holding in the past.” When asked what she is looking most forward to with her new firm, “The autonomy. My previous firm was so controlling that I couldn't be myself and I know that was holding me back from serving my clients the best that I could. I'm a much better advisor for having left.”

Aside from advising her clients, Christiana and her husband live together with their boys. She loves to serve her local community and feels incredibly blessed to have the opportunity to support local charities. “As a family, we are very passionate about Alzheimer's Awareness. Also - I am Founder & President of the Caldwell County Welcome Wagon Association, Founder of the Catawba Valley Female Business Owners Group, on BOD for Foothills Kids Magazine (NPO), Secretary for the ACT Chapter Club of the NCFRW and Local Precinct Chair, Member of the Longview LIONS Intl., and I volunteer for a number of different event coordinating committees.”

*Official Press Release of Winthrop & Co.  
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