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Dawn Gordon, CRPC® Leaves Lincoln Financial After 27 Years to Launch Independent Firm Through LPL Financial

LAS VEGAS, NV – Winthrop & Co. is honored to announce that Dawn Gordon, CRPC®, a seasoned financial advisor and long-time Las Vegas native, has launched [Dawn Gordon Financial Advisors](#), an independent practice supported by [LPL Financial](#).

After an extraordinary 27-year run with Lincoln Financial—navigating multiple acquisitions and serving as the firm’s only Las Vegas-based producer—Dawn made the bold decision to take full ownership of her future. Her move to LPL allows her to maintain her planning-first philosophy while gaining access to critical resources like financial planning support, succession planning structure, virtual assistant solutions, and broad investment platform access, including third-party managers.

“For over 30 years, I’ve believed in one thing above all: empowering and educating clients through long-term financial planning relationships,” said Dawn.

Dawn is known not only for her loyal client following but also for her broader educational impact. She served as an instructor at the College of Southern Nevada for more than a decade and has hosted financial planning workshops in Las Vegas since 1987. Every client engagement starts with a detailed financial plan—something she considers non-negotiable in delivering real value.

A Las Vegas native, Dawn is deeply rooted in the community and remains active in cultural and philanthropic efforts. Outside of work, she enjoys traveling, staying sharp through ongoing education, and spending time with her close-knit circle of family, friends, and a pair of mischievous (but adored) cats.

With the launch of Dawn Gordon Financial Advisors, Dawn begins her next chapter on her own terms—bringing decades of experience, independence, and unwavering client focus to the people and businesses of Southern Nevada.

*Official Press Release of Winthrop & Co.
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