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Glenn Michael "Mike" Swafford, CFP®, CDFA®, ChFC®, CLU® Leaves Edward Jones to Join Freedom Financial Partners of Equitable Advisors

DALLAS, TX – Winthrop & Co. proudly announces that Glenn Michael “Mike” Swafford, CFP®, CDFA®, ChFC®, CLU® has joined [Freedom Financial Partners](#), a practice affiliated with [Equitable Advisors](#), marking a new chapter in his mission to deliver holistic financial planning to individuals, families, and business owners.

After a successful run at Edward Jones, Mike made the move to independence to gain the flexibility, support, and scale required to serve his diverse and fast-growing client base. Known for his holistic approach, Mike focuses on comprehensive retirement planning, life insurance strategies, 401(k) plan implementation, and unique niche services including NIL planning for young athletes and divorce-focused financial strategies.

“The opportunity to market and fully leverage my CDFA® designation was something I simply couldn’t do at my prior firm,” Mike noted. “Now I can finally highlight the value I bring to clients going through major life transitions—whether it’s divorce, retirement, or navigating sudden income from NIL deals.”

A devoted father of five—including two children with special needs—Mike is deeply committed to serving families with similar circumstances. His own life experience has given him a profound understanding of the planning and care that go into supporting dependents with complex needs. His relocation to Dallas was motivated not only by business opportunity but by access to better educational resources for his family.

Originally from Chicago and raised in Little Rock, Mike has called Dallas home while continuing to expand his professional reach. He’s worked with hundreds of businesses to establish and optimize their 401(k) plans and remains passionate about financial education in that space. A former college football player, Mike brings the same grit, discipline, and focus to his advisory practice that he did on the field.

With Freedom Financial Partners and Equitable Advisors behind him, Mike now has the platform and resources to build the next generation of his practice—rooted in compassion, strategy, and growth.

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