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Jordan L. Smith, CFP® Leaves Edward Jones to Join Financial Advocacy Network of LPL Financial

ROCKVILLE, MD – [Winthrop & Co.](#) is proud to announce that Jordan L. Smith, CFP® has officially joined the [Financial Advocacy Network](#), an independent advisory group affiliated with [LPL Financial](#), marking a pivotal step forward in his career as a financial advisor.

After more than six years at Edward Jones, Jordan made the move to independence to gain greater control over his practice and expand the range of services and solutions available to his clients. His decision reflects a broader trend among planning-first advisors seeking more freedom to deliver advice rooted in personalization, not product limitations.

Jordan specializes in helping business owners, mid-career professionals, and retirees develop clear, actionable strategies around legacy planning, retirement income, and asset protection. Holding the CERTIFIED FINANCIAL PLANNER™ (CFP®) designation, Jordan brings both expertise and passion to every client relationship—prioritizing long-term financial health and family-focused planning.

Based in Rockville, Maryland, Jordan is now empowered to deliver holistic, values-aligned advice backed by the deep support and flexible infrastructure of LPL Financial and the Financial Advocacy Network.

With this move, Jordan enters a new chapter—one defined by independence, intentional growth, and a renewed commitment to putting clients first.

*Official Press Release of Winthrop & Co.
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