



March 15, 2023

## **Matthew Cook, CFP®, ChFC®, AAMS® Leaves Edward Jones to Launch Stoic Private Wealth on the NewEdge Platform**

**CONOVER, NC** – [Winthrop & Co.](#) is proud to announce the formation of [Stoic Private Wealth](#), founded by Matthew Cook, CFP®, ChFC®, AAMS®, in affiliation with [NewEdge Advisors, LLC](#), a hybrid-registered investment adviser, with securities offered through [LPL Financial](#).

After a successful tenure at Edward Jones, Matthew made the strategic decision to build something of his own—an independent firm with the structure, flexibility, and modern tools needed to take his business and client experience to the next level.

With his practice now operating under the NewEdge platform, Matthew gains access to leading-edge technology, expanded investment capabilities, and the ability to scale his business on his own terms. “Partnering with NewEdge was the best decision I’ve ever made for my business,” said Matthew. “Having a close-knit group of advisors with a diverse background has helped take my business to a new level.”

A native of the Catawba Valley, Matthew has long been known for his planning-first approach and deep commitment to his clients. At Stoic Private Wealth, he specializes in holistic strategies for corporate pilots, executives, and medical professionals—providing guidance on tax planning, estate strategies, and retirement transitions. His process is rooted in personalized service, long-term relationships, and a coordinated approach with estate attorneys and CPAs.

Matthew’s vision for Stoic Private Wealth is bold and expansive: He aims to grow into a \$4–5 million practice and beyond, bring on additional advisors, add an in-house CPA, and eventually pass the firm to his daughter when he retires.

Outside the office, Matthew and his wife Shauna enjoy exploring the outdoors with their daughter Scarlett—and are excited to soon welcome a second child to the family. Whether it’s boating, hiking, or finding new restaurants around Hickory, Matt continues to balance a thriving business with a life centered on family and adventure.

With the launch of Stoic Private Wealth, Matthew Cook has stepped into the next chapter of leadership—one defined by independence, scale, and a clear vision for the future.

*Official Press Release of Winthrop & Co.  
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