FOR RELEASE: March 3, 2021

CONTACT: William J. Cerynik, Director of Business Development
E: wcerynik@at-pw.com
P: 602-732-4745

ASHTON THOMAS WELCOMES $200M ROYAL ALLIANCE RIA TEAM TO ITS NETWORK

SCOTTSDALE, ARIZONA (March 3, 2021) – Kathleen Adams, CFP®, CPWA® and David Swift, CIMA® have joined the Ashton Thomas Private Wealth Network. Previously, Kathleen and David were part of a west-coast-based RIA affiliated with Royal Alliance. The team oversees approximately $200M of client investments and will be doing business as Second 50 Financial.

Mrs. Adams and Mr. Swift began working together in 2007 during their time with Waddell & Reed Financial. Based in Manhattan Beach, CA, the Second 50 Financial team will focus on integrating professional investment management with a sophisticated, hands-on financial planning process.

"In joining the Ashton Thomas Private Wealth Network, we've gained a dedicated, consistent support system right out of the gate," says Mr. Swift. "We are connected to a highly-competent team that integrates with our successful practice, yet allows us freedom to create the experience our clients want. It's the best of both worlds, really."

Mrs. Adams added: "Most importantly, we are now able to provide our loyal clients the high level of service and complete solutions they require. We have built Second 50 Financial for this purpose and Ashton Thomas supports both our mission and our high standards."

Mrs. Adams holds the Certified Financial Planner™ designation from the CFP Board of Standards and the Certified Private Wealth Advisor® designation through the Investments and Wealth Institute. David holds a Certified Investment Management Analyst® designation, also granted through the Investments and Wealth Institute.

To assist with the search process, both parties worked with FA Match, a digital recruitment platform which connects firms and advisors based on mutual compatibility using its proprietary AdvisorMatch™ technology. FA Match also works one-on-one with firms and advisors to make the entire recruitment process seamless—from the initial meeting to negotiations to final transition.

"Kathleen and David are true professionals who care deeply about their clients and their practice," states Patrick Foley, Chief Operating Officer of Ashton Thomas Private Wealth. "The care and conscientiousness they demonstrate every day has made it a true delight to work with them. Supporting advisors like this so they can, in turn, serve their clients effectively is the reason we built the Ashton Thomas Private Wealth Network."

###

About Ashton Thomas Private Wealth
Ashton Thomas Private Wealth is a diversified financial advisory firm committed to a culture of excellence, integrity, and respect in every aspect of its business. Its advisors serve foundations, business entities, and

affluent individuals and families through fee-based financial planning and investment portfolio management, retirement plan consulting, and related financial education programs. The firm also strives to remain at the forefront of technological innovation and thought leadership within the financial services industry.

Ashton Thomas is headquartered in Scottsdale, Arizona.