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Why? It ignores the human factor — your emotions, decisions, behaviors, and brain. Until now.

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BEHAVIORAL WEALTH MANAGEMENT

A decade in development.
Based in science.
Because you're human.

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"We succeed when we help our clients imagine, create, and live extraordinary, joyful lives."

DAVID GELLER, CEO & CO-FOUNDER

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BEHAVIORAL WEALTH MANAGEMENT & JOYN

JOYN: OUR EVOLUTION

In November 2016, we were thrilled to host >350 guests at a “top secret” event. They had no idea wh[illegible] – other that we were going to change lives and that they’d want pictures. By the end of the evening, they built about 100 prosthetic hands for land mine victims in developing countries.

So w[illegible]’s Behavioral Wealth Management and why did we change our name from GV Financial Advisors to JOYN? Here’s the video!

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Introducing JOYN

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(By the way, we’re hiring financial advisors & more! If you like our approach, please visit our careers page (/careers/).)

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WELCOME TO A NEW ERA

FAR BEYOND FINANCE

When it comes to money and decisions under stress, we humans aren’t always rational. That’s why JOYN's Behavioral Wealth Management model goes far beyond finance to incorporate expertise in behavioral science/finance, the biology of stress &

decisions, complexities of major life events, and our passion for the human factor.
Because a traditional financial advisor model isn't enough for this new era.

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JOYN'S INVESTING PHILOSOPHY

INNOVATIVELY CONVENTIONAL

When it comes to investment management, we've built a disciplined approach to the tried-and-true. Yet our investing philosophy is a product of our team's innovation, application of behavioral science & behavioral finance, and passion for the human factor.

We don't own a panic button

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We eat “difficult” for breakfast

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Happiness is the meaning and purpose of life

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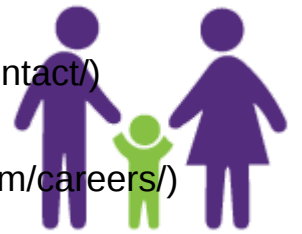

OUR INVESTING PHILOSOPHY (/INVESTING-PHILOSOPHY/)

JOIN US

When wealth advisors look and sound the same, how do you choose? A coin flip? Pick your neighbor? Why leave such an important decision to chance? Instead, join us at an upcoming workshop. Hear recent research, discover new insights, and experience JOYN's transparency and expertise firsthand.

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Seasons of Care (https://joynadvisors.com/event/seasons-of-care/)

After years of research and testing, we're pleased to invite you, your family members and friends to discover how a topic laden with fear and dread can become a far more positive, loving time in our lives: caring for a loved one.

DETAILS (HTTPS://JOYNADVISORS.COM/EVENT/SEASONS-OF-CARE/)

SEE ALL EVENTS (/EVENTS/)

NEWS & INSIGHTS

Three Key Misconceptions Keeping you From Retiring with Confidence (https://joynadvisors.com/three-key-misconceptions-keeping-you-from-retiring-with-confidence/)

As a JOYN Financial Advisor specializing in retirement planning, I've heard a wide range of questions on retirement. Yet, I generally give the same answer:… READ MORE ➤

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SUS (https://joynadvisors.com/selling-your-business/)

The Freedom Quiz: How Free Are You? (https://joynadvisors.com/the-freedom-quiz-how-free-are-you/)

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We all want our freedom. When we meet with clients in their working years, many of them focus on financial freedom; the freedom to buy the things or… READ MORE ➤

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Trade Winds Blow Amidst Market Volatility Over U.S. - China Trade Relations (https://joynadvisors.com/trade-winds-blow-amidst-market-volatility-over-u-s-china-trade-relations/)

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Last week, market volatility spiked amid heightened focus on U.S.-China trade relations. Risk assets had been trending higher through much of 2019, but higher… READ MORE ➤

MORE NEWS & INSIGHTS (/INSIGHTS/)

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Money is important, but it's just one of many tools our clients can use to create an extraordinary, joyful life. That's the mantra that motivates us.

WE'RE HIRING! LEARN MORE! (/CAREERS/)

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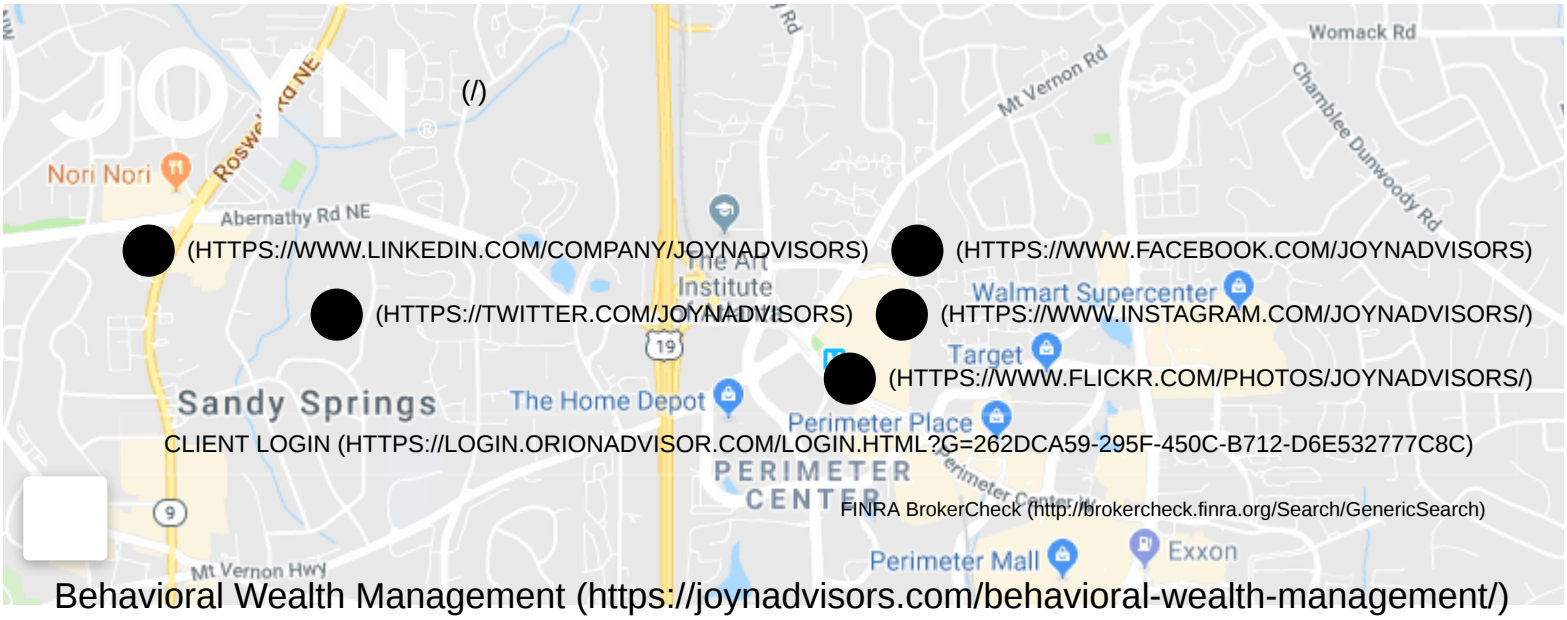

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