PERSONAL FINANCIAL ADVISORS, LLC

Welcome to Personal Financial Advisors, LLC. We provide planning and wealth management services to individuals and families who demand the objective, unbiased advice that can be so difficult to find. We look forward to serving you from our offices in Covington, Louisiana, and our satellite office in Tuscaloosa, Alabama. Or, thanks to technology, from anywhere around the globe.

OUR MISSION STATEMENT

We act: as fiduciaries.
We build: personalized financial solutions.
We care: about our clients' goals first.
We develop: lasting relationships with clients.

WHAT MAKES US DIFFERENT

We believe in the power of personal financial planning and the process of tailored investment solutions. Because it's personal, we help clients achieve their goals in a conflict free environment focused solely on our clients' objectives. We have years of planning and investment experience and a commitment to service.

We believe in basing financial decisions on information and guidance that is clear, objective and personalized.

Where other firms can profit by recommending certain products and solutions; our fee-only structure helps to ensure that our clients receive advice that is purely in their best interests. And while some use a cookie-cutter approach in recommending financial planning and investment management strategies and solutions, we treat each client as an individual.

We are committed to doing our very best to thoroughly understand your unique needs and then recommend the best, lowest-cost strategies and solutions to enable you to reach your financial goals.

HOW WE HELP

Our team of NAPFA - Registered Financial Advisors has the expertise and experience to help you navigate through even the most unique financial opportunities and challenges. Our services include:

CLIENT LOGIN

ACCOUNT ACCESS

LET'S GET ACQUAINTED

We offer a **complimentary "Get Acquainted" meeting** to describe our services, and to see if our services are right for you.

CONTACT US

SUBSCRIBE

SIGN UP TO STAY IN TOUCH!

Sign up to get interesting news and updates delivered to your inbox.

*Email Address

First Name

Retirement Planning and Cash flow Guidance—helping you manage what comes in and what goes out with an eye toward reaching long-term goals.

Insurance Planning—protecting your financial future against unforeseen trouble.

Tax Planning—taking steps to ensure that you keep as much of your wealth as possible.

Estate Planning—minimizing estate taxes and ensuring that your wishes will be carried out smoothly.

Investment Planning—Ensuring your investments are allocated to meet your long-term financial planning objectives.

YOUR TRUSTED ADVISOR

Since Personal Financial Advisors' founding in 1999, we have been committed to helping our clients make informed and objective decisions that significantly improve their lives. We look forward to helping you to achieve your unique goals.

CFP
Robert J. Reed
Lauren G. Lindsay
Joan B. Cox

Sign Up

If you've reached the point where you want personal, highly customized financial guidance based on your goals, it may be time for an independent Registered Investment Advisor (RIA).

RiA STANDS FOR YOU.

Discover the difference with a Registered Investment Advisor.

FINANCIAL PLANNING

A roadmap to reaching your goals

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INVESTMENT MANAGEMENT

Investment that puts your interests first

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WEALTH MANAGEMENT

Comprehensive services supporting your long-term success

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