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Client Access Broker Check

Your bridge to the future

We'll help you make informed decisions about your money, today and for the long term, with customized financial solutions.

Schedule your complimentary financial planning consultation

Expertise. Integrity. Commitment.

It’s your future and you deserve straight answers, rigorous analysis, and insightful advice that gets you there. Our expert, diverse team brings our specialized knowledge, credentials, and experience to create stable solutions that get results. Because our goal is to help you reach your goals—today, tomorrow, and for generations to come.

We strive to bring you clarity, confidence, and a path to pursue your financial goals.

See what makes us different from other independent full-service advisory firms

Personalized financial planning services

It’s starts by getting to know you. Are you saving for college or retirement? Concerned about income tax and cash flow issues? In need of investment planning and analysis? Thinking about estate planning and wealth distribution? Not sure where to begin? We are passionate about helping you make informed and sound decisions about your finances. A big part of that is helping simplify the financial complexities, evaluate the alternatives, understand the risks, and tailor a financial plan that leaves you feeling confident about your decisions.

Let us help you accomplish your goals

Our team, in your corner

Making you comfortable is everyone’s goal. Yes, we have decades of experience and specialized expertise. But none of that matters unless you feel supported, understood, and heard. We’re passionate about going to work every day to help you realize opportunities and fulfill your dreams.

Meet the team

Answers to investor's top questions

Read more

Top 10 reasons to choose HFA

Watch our video

Insights from HFA

Value Stocks – The “Deacon Blues” of Investing

In Steely Dan’s 1977 hit song, “Deacon Blues," the protagonist (an unpopular “loser” and a “nobody”) laments the fact that, unlike the “winners in the world,” he doesn’t have a flashy nickname. So, wanting “a name when he loses,” he

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Hoover Financial Advisors Named to 2019 Financial Times 300 Top Registered Advisers

Hoover Financial Advisors is pleased to announce it has been named to the 2019 edition of the Financial Times 300 Top Registered Investment Advisers. The list recognizes top independent RIA (Registered Investment Advisors) firms from across the U.S. The *average*

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Understanding your Company’s 401(k) Plan

In our February blog, we touched on the three components of retirement income: pensions, social security and savings. So where does the 401(k) fall? Most people would place it in the pension column, but that would be incorrect. To determine

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