Wealth Advocate Group

An Overview of Our Firm

Sections

- Introducing Our Team Members
- Who Our Clients Are
- Services Offered
- How Our Fees Work
- How To Get Started

Meet Our Team

"The most important investment you can make is in the quality of the people around you."

- Unknown

David Thorne, CFP®
CEO

Dave, together with the Wealth Advocate Group, LLC team, aspires to develop and build long lasting relationships with our clients. In addition to providing a holistic approach to financial planning, our mission is getting to know and understand our clients' needs, wants and long-term goals. We can then craft, implement and monitor a strategy that is designed to address their unique situations.

Dave has extensive experience working with executives who have sought a succinct financial strategy for incentive and Non-qualified stock options, restricted stock (RSUs) and concentrated stock positions. Dave has also been a featured guest speaker focusing on executive stock option planning and risk management before several financial service associations.

Dave holds the Series 6, 7 and 63 securities licenses through LPL Financial. In addition, he maintains Life, Accident and Health and Variable Annuity registrations in numerous states.

Dave and his wife Tiffany live in Boulder, CO. Dave & Tiff enjoy all manner of fitness activities including hiking, snowboarding and mountain biking.

Jason Cohen, CFP®

COO

Jason Cohen joined Stratos Wealth Partners / Wealth Advocate Group, LLC in 2014 as a Wealth Advisor. After earning a bachelor's degree in public management from Indiana University, he began his career in the financial services industry in 2006 as a paraplanner at Lincoln Financial Advisors. At Lincoln, Jason was responsible for estate planning, education funding analysis, risk management, business succession, investments, financial independence and cash flow planning for high net worth clients.

Jason received his CFP® certification in 2015 and holds his series 7 and 63 through LPL Financial as well as life and health insurance licenses. As Chief Operating Officer, Jason is in charge of firm operations including training of new advisors, financial plan production and client relationship management.

In his spare time, Jason loves being active in sports and spending time with friends and family.

John D. Brown, CFP®
Wealth Advisor

John is a registered Wealth Advisor and partner of Wealth Advocate Group, LLC. He offers comprehensive financial planning to our clients and specializes in insurance planning, investment planning, income tax planning strategies, retirement planning, and estate planning strategies.

John also has extensive experience in accounting. John worked as an accountant for a firm in Solon, Ohio for nearly a decade. His duties included the preparation and examination of both personal & corporate income tax returns. He has detailed experience in the preparation of financial statements for corporations, partnerships and LLCs. He has a thorough understanding of corporate structure and helps advise clients at the company level.

John graduated from Hillsdale College in 2010 with a Bachelor of Arts degree in Accounting & Financial Management. John received his CFP® certification in 2019 and holds his series 7 and 63 through LPL Financial as well as health, life & variable insurance licenses.

John, his wife Christina and daughter Olivia, live in Strongsville. John & Christina enjoy an active lifestyle and love to travel. For John, the best time spent is quality time with friends and family

Lauren C. Coverdale, CFP®, MBA

Wealth Advisor

Lauren Coverdale joined Wealth Advocate Group in 2019 as an intern. Upon completion of her undergraduate degree, she joined the team as a Para Planner. Then, after obtaining her CFP® designation in 2023, Lauren transitioned into the role of Wealth Advisor, offering comprehensive financial planning to our clients.

Lauren graduated from John Carroll University in 2020 with a Bachelor of Science in Business Administration degree in Finance with a concentration in Wealth Management and Financial Planning as well as a minor in Entrepreneurship. In 2021, Lauren also completed a Master's in Business Administration from John Carroll University.

She also holds her Series 7 license through LPL Financial and 66 securities licenses through LPL Financial and Stratos Wealth Partners.

In her spare time, Lauren enjoys being outdoors, traveling, and spending time with her husband and their dog, Indi.

Kenny Kowall
Wealth Advisor

Kenny Kowall joined Wealth Advocate Group in 2017. Kenny graduated from Baldwin Wallace University with a Bachelor Degree in Business Administration in Accounting and Finance. Before joining Wealth Advocate Group, Kenny worked as an accountant for a Certified Public Accounting firm in Cleveland, Ohio. Some of his duties included tax preparation, tax planning, audit participation as well as being the firm's IT specialist.

He holds the Series 7 with LPL Financial and 66 securities licenses with LPL Financial and Stratos Wealth Partners as well as Life, Health & Accident Insurance Licenses.

Kenny, his wife Megan and son Matthew, reside in Richfield where they enjoy spending quality time with family and friends along with an active lifestyle including golf, basketball and fitness. Kenny, a former Division 1 college basketball player at The University of Akron, also competed in numerous amateur and professional golf tournaments around the country.

Joseph R. Tranchini, CFA, CFP®

Portfolio Manager

Joe joined Wealth Advocate Group in 2018 and holds the position of Portfolio Manager, providing portfolio management to the firm. Prior to joining Wealth Advocate Group, he had experience working in equity research and investment management on behalf of both institutional and personal clients.

Joe graduated from The Pennsylvania State University in 2016 with a Bachelor of Science degree in Finance from the Smeal College of Business. Joe is also a CFA Charterholder, as well as a CFP® professional. Additionally, Joe holds the Series 7 license with LPL Financial.

When away from the office, Joe enjoys spending time with friends and family in his hometown of Pittsburgh.

Barb Lecea

Practice Manager

Barb is the Practice Manager of Wealth Advocate Group, LLC. She provides administrative support and expertise in the areas of investments, retirement planning and life insurance. Barb is responsible for processing and following through on all new investment and insurance business. She handles all client correspondence and fields telephone calls in addition to managing the day-to-day workflow. She has worked with Dave since 2002.

Barb graduated from Notre Dame College of Ohio with a Bachelor of Arts degree in Business Administration and Marketing Management. She is licensed for Investment Series Six and Ohio Life and Variable Annuities with LPL Financial and is a Notary Public in the state of Ohio.

Barb lives in Twinsburg, Ohio with her youngest daughter Kara and their rescue dog Riley. She is an avid reader, card shark and enjoys spending time with family and friends.

Jessica Miller

Client Service Associate

Jessica joined the team in the role of Client Service Associate in August of 2022. Her previous roles included sales and operations management within Nordstrom and most recently, helping open and operate a salon in Shaker Heights. Jessica's motto is to operate with an "owner at heart" mentality, thinking through what is most beneficial for both the client and the company. Her background in delivering outstanding customer service coupled with her passion for problem solving makes her an asset to Wealth Advocate Group.

Jessica is a proud Mother of three sons and a rescue pup Mom to Lily. She enjoys working out at Orange Theory, traveling with her husband Joel and is an advocate for her son, Simon who is on the autism spectrum.

Vincent C. Donato, CFP®, MBA

Paraplanner

Vince Donato joined Wealth Advocate Group in 2023 as a Para Planner. In his role, as a Para Planner, Vince provides analysis of clients' investments, estate planning, cash flow, and retirement readiness.

Prior to joining Wealth Advocate Group Vince had experience working as a Registered Investment Associate at Key Bank.

Vince graduated from Slippery Rock University in 2021 with a Bachelor of Science in Business Administration in Finance. Vince also completed his Master's in Business Administration from John Carroll University in 2023.

Vince received his CFP® designation in 2025 and holds his Series 7 and 66 Securities Licenses through LPL Financial as well as Life, Accident, and Health Insurance Licenses.

In his spare time, Vince enjoys staying active and spending time with friends and family.

Who Our Clients Are

“You never really understand a person until you consider things from their point of view"

- Harper Lee

Pre-Retirees & Retirees

Do I have enough money to last for the rest of my life?

Will I be able to pay for my medical expenses if I get hurt or sick?

How will I generate monthly income, and what will that amount be?

When should I start Social Security?

Will my spouse and family be okay if something where to happen to me?

At Wealth Advocate Group, we're here to help you gain clarity around your retirement. We'll work with you to create a custom retirement plan that addresses your needs and helps you work toward your goals.

With an understanding of your current situation, dreams for the future and any challenges you may face, we develop a comprehensive plan that incorporates all aspects of your financial life.

Allow us to take the confusion and frustration out of your financial planning process.

Executives

How does my financial strategy align with my long-term business goals?

How can I maximize the value of my compensation package, including stock options, bonuses, and other benefits?

What strategies should I employ to manage and exercise my stock options effectively?

What are the most effective tax strategies for my income level and investment portfolio?

How can I create a financial legacy that reflects my values and supports my family or causes important to me?

Executives & Business Owners face a unique myriad of financial planning challenges. At Wealth Advocate Group, we have decades of experience in helping individuals strategically manage these unique challenges as they work towards their financial goals

You have worked hard to get to where you're at in your life, choosing the right advisory partner to ensure your efforts are not going to waste is essential during these critical years of your career.

We strive to be an expert in your corner that is dedicated to assisting you in making the crucial decisions that will define your financial life for years to come

Independent Contractors & Business Owners

How can I manage cash flow effectively given the fluctuating nature of my income?

What are my tax obligations as an independent contractor, and how can I efficiently plan for and minimize my tax liabilities?

How much should I be saving for retirement, and which accounts (e.g., SEP IRA, 401(k), Traditional or Roth IRA) are best

Can someone help me navigate the many options for health, disability, and life insurance for my family and my employees?

Should I consider changing my business structure (e.g., LLC, S Corporation) to benefit me?

The spirit of independence can be both invigorating and worrisome at the same time. Independent contractors have a special set of financial challenges to manage, challenges that are both complex and ever-changing.

At Wealth Advocate Group, we have a deeply thorough understanding of these unique challenges – as many of our advisors have personally adopted the Independent Contractor status for managing their own affairs.

It is our pleasure to share with you our expertise and experiences in navigating these tasks. Who better to assist you in managing your financial challenges than someone who faces those same challenges themselves?

Life Transitions

How will this event affect my monthly budget and cash flow?

How much should I aim to have in my emergency fund to feel secure during and after this transition?

How does this life transition affect my insurance needs (health, life, disability, long-term care)?

Are there any tax planning strategies I should consider to minimize my tax liability?

Will this life transition affect my housing needs or living arrangements?

Life transitions, especially those that are unexpected, have the potential to throw a wrench in your financial plans. Major life changes require a reassessment of your financial priorities and goals.

Through this pivotal moment in your life, take the burden of solving your financial puzzle out of the equation by partnering with a qualified advisory firm.

While we cannot change the unexpected challenges that life throws our way, what we can do is make sure we address them in the most beneficial way possible. Earning your trust through our commitment to assisting you is our primary goal.

Services We Offer

“What do we live for if not to make life less difficult for each other?"

- George Eliot

Financial Planning

Periodic Check-In Meetings

Comprehensive Plan Creation & Implementation

Budget & Savings Analysis

Cash Flow Projection

Social Security Analysis

RMD Planning

Monte Carlo Simulation Analysis

Pension Analysis

Data Organization

Retirement Date Planning

Employee Benefit Analysis

Tax Planning & Coordination

eMoney Financial Dashboard

Income Planning

Investment Management

Multiple Custodians (Fidelity, Schwab, LPL)

Personally Customized Models

Single Stock Selection & Research

Mutual Fund/ETF Selection & Research

Quarterly Economic Research

Derivatives Selection & Research

Risk Tolerance Analysis

Ongoing Risk Management

Withdrawal & Deposit Services

Rebalancing & Trading

Performance Reporting Services

Monthly Notable Events List

Account Transfer Services

Estate Planning

Estate Plan Creation & Review

Multi-Generational Wealth Planning

Property Titling & Beneficiary Planning

Estate & Gift Tax Minimization

Property Titling Review & Planning

Existing Estate Review

Proactive Coordination with Attorney

Insurance Planning

Insurance Needs Planning

Insurance Portfolio Analysis

Full-Service Insurance Brokerage Offered For:

(Life, Health, Disability, Long-Term Care)

Auto & Homeowners Policy Review

Annuity Review & Planning

Executives

Retirement Account Review

Deferred Compensation Planning

Stock Option Planning

Liquidity Event Preparation

Estate Tax Minimization

Charitable Gifting Strategies

Trust Planning

Executive Benefits Review

Concentrated Stock Management

Pension Review & Analysis

Net Unrealized Appreciation Distributions

Tax-Conscious Investing

Generational Wealth Planning

Portfolio-Backed Loans

How Our Fees Work

“You seldom improve quality by cutting costs, but you can often cut costs by improving quality"

- Karl Albrecht

How Our Fees Work

Our fees are a flat percentage of the assets we manage

- We will work with you to determine the appropriate fee rate

For Advisory Accounts, we DO NOT charge you the following:

- Brokerage Commissions
- Financial Plan Creation Fees
- Trading Fees
- Withdrawal/Deposit Fees
- Annual Maintenance Fees
- Profit-based performance fees
- Account Set Up Fees
- Software Use Fees

Our Fees are Annualized and are assessed on a Quarterly Basis

- Fees are assessed on the final day of each Calendar Quarter
- Fees are assessed for the following quarter (Q1's assessment pays for Q2, etc.)
  - You are entitled to a pro-rata refund should you withdraw all your funds in the interim

How Our Fees Work

We do better when you do better

Quarter	Q1 – 2024	Q2 – 2024	Q3 – 2024	Q4 - 2024
Account Value	$200,000	$210,000	$193,000	$225,000
Annual Fee Rate	1.00%	1.00%	1.00%	1.00%
Quarterly Fee Rate	0.25%	0.25%	0.25%	0.25%
Quarterly Fee Amount	$500	$525	$482.50	$562.50
Fee Pays For	Q2 – 2024	Q3 – 2024	Q4 – 2024	Q1 – 2025

How Our Fees Work

What Do I Get For My Fee?

Financial Planning Services
Investment Management Services
Estate Planning Services
Insurance Planning & Brokerage Services
Executive Planning Services
A Personal Team of Advisors
Collaboration with Tax and Legal Advisors

How To Get Started

“The secret of getting ahead, is to get started"

- Mark Twain

How To Get Started

Schedule a Time to Chat - Free of Charge

Either Works…

By Phone: **440-505-5578**

By Email: **contact@wadvocate.com**

By Website: **https://wealthadvocategroup.com/contact/**

Disclosures

Securities offered through LPL Financial, Member FINRA/SIPC. Investment advice offered through Stratos Wealth Partners, Ltd., a registered Investment Advisor. Stratos Wealth Partners and Wealth Advocate Group LLC are separate entities from LPL Financial.

Content in this material is for general information only and not intended to provide specific advice or recommendations for any individual. All performance referenced is historical and is no guarantee of future results. All indices are unmanaged and may not be invested into directly.

The economic forecasts set forth in this material may not develop as predicted and there can be no guarantee that strategies promoted will be successful.

The companies presented here are for illustrative purposes only and are not to be viewed as an investment recommendation.

Tax laws and regulations are complex and subject to change, which can materially impact investment results. LPL Financial does not provide tax advice. Clients should consult with their personal tax advisors regarding the tax consequences of investing.