



## **Zappitelli Wealth Advisors Announces Rebranding**

[Painesville, OH] – (February 1, 2024) – Zappitelli Wealth Advisors, a comprehensive financial planning and accounting firm, is proud to announce its rebrand. With over 40 years in business, the rebranding signals the firm’s focus on supporting its evolution and commitment to offering holistic, tax-intelligent financial services to clients all throughout the Ohio area.

“We are thrilled to announce our new brand identity for Zappitelli Wealth Advisors,” said Bob Zappitelli, CFP®, E.A., Partner and Co-Founder of Zappitelli Financial Services. “As I contemplated the future of our business, it became clear that we wanted to showcase the progress we’ve made as a financial institution specializing in taxes, and to demonstrate our ability to provide a broad range of financial services.”

In 1982, John and Bob Zappitelli started a simple tax practice that has grown and evolved into what Zappitelli Wealth Advisors is today. As they encountered clients needing more than tax preparation in those early years, the Zappitelli brothers saw the need for offering holistic wealth management services and joined Avantax Wealth Management just a few years after opening the tax practice.

Bob and his wife Carole continued to help grow the firm over the years. And eventually when their children and family members graduated from college, the next generation of Zappitellis began to join the firm—Josephine in 2008, Annie in 2009, Diana in 2011, Bobby and Rob in 2015, and Mark in 2018.

“As a family ourselves, we understand the importance of securing your loved ones’ financial stability. From generation to generation, we’ve been by your side, offering personalized guidance and expertise to help ensure that your family’s financial dreams not only endure but flourish,” said Josephine Burch, Financial Services Coordinator. “Trust in us as your financial ally because, at our core, we believe in the lasting power of family and the prosperity that comes with thoughtful, holistic wealth management planning.”

### **About Zappitelli Wealth Advisors**

Having celebrated 40 years in business in 2021, Zappitelli Wealth Advisors is a dedicated team of tax and financial professionals—planners, advisors, and accountants—committed to your overall success and well-being. We treat our clients as family because planning for your family makes you part of ours. We love to help people who trust us with the hopes and dreams for

their future and the futures of those they care for most. We work to help you design and implement your life's plan.

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