

NEWS

For immediate release

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Lonnie Gordon Ogulnick Receives Behavioral Financial Advisor™ Designation

Miami FL– The Kaplan University School of Professional and Continuing Education in conjunction with Think2Perform® has awarded Lonnie Gordon Ogulnick the Behavioral Financial Advisor™ designation. The BFA™ designation represents Ogulnick has received additional training on the integration of behavioral techniques that are founded in traditional finance, psychology and neuroscience. These behavioral techniques will assist the advisor and the client in making better decisions with and about money in the presence of competing and difficult to deal with emotions. The integration of these concepts from the fields provides a framework for helping clients make better decisions throughout the financial planning process by aligning the plan with each client's personal values while helping them achieve their goals along the way. Improving decision-making behavior increases the effective usage of the financial plan by positively influencing spending and saving behavior. BFA™ professionals are required to complete 20 hours of continuing education annually.

Gordon Wealth provides comprehensive financial services in the areas of retirement planning, investment management, and holistic life advice.

Lonnie Gordon Ogulnick and his staff at Gordon Wealth attend conferences and training workshops in a ongoing effort to best serve their clients.

“I've been committed to taking part in training opportunities and professional development conferences throughout my career because they not only educate me about trends in the industry, but they provide me with tangible solutions to running a better business and meeting my clients' needs,” Ogulnick said.

Ogulnick began his financial services career at Ladenburg Thalmann In 1997. He holds the NASD Series 7 and NASAA Series 63, 9,10,24 ,65 and Real Estate licenses. Lonnie recently published a Amazon #1 best selling book called “The Heart Of a Beast” surviving in the lone wolf economy, in a effort to to highlight the importance of taking care of yourself and striving to be the best version of yourself.

About Think2Perform

Think2Perform has trained thousands of advisors on the concepts of Behavioral Financial Advice across the globe, including the United States, Canada, Brazil, Spain, Germany, Netherlands, Ireland, UK, India, Malaysia, Korea, Australia, New Zealand and Puerto Rico.

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