

FOR SEPTEMBER 14, 2018 RELEASE:

CONTACT: Diego Briones, Manager ; Marketing, Weiss, Hale & Zahansky Strategic Wealth Advisors 860.928.2341  
[dbriones@whzwealth.com](mailto:dbriones@whzwealth.com) [www.whzwealth.com](http://www.whzwealth.com)



# WEISS, HALE & ZAHANSKY

---

## STRATEGIC WEALTH ADVISORS

**Weiss & Hale Financial Announces Business Name Change to Weiss, Hale & Zahansky Strategic Wealth Advisors**

**Pomfret Center, CT (September 14<sup>th</sup> 2018)** — Weiss & Hale Financial, a provider of comprehensive financial and portfolio management services for more than 12 years, announced today the launch of a new business brand identity and name - Weiss, Hale & Zahansky Strategic Wealth Advisors. Among the other changes will be its logo and domain name [www.whzwealth.com](http://www.whzwealth.com).

In all, the change more accurately expresses the business' offerings and strategic financial service model: Plan Well, Invest Well, Live Well™. The new identity builds upon its history of unique, quality wealth building service focused on individuals, non-profits, and institutions.

Founded by business partners Jim Weiss and Laurence Hale in 2006, Weiss & Hale Financial has positioned itself as a premier strategic partner in wealth management and financial planning for individuals, families, non-profit organizations, and businesses. Jim Zahansky joined the business in 2014 as Senior Vice President after a distinguished executive-level career in the pharmaceutical industry and became Co-Principal/Managing Partner in 2016 with Laurence Hale as Jim Weiss transitioned out of the business to focus on the "Live Well" phase of his life.

"Over the past 12 years, we've built a strong reputation in providing customized service and experienced fiduciary care of our clients," said Laurence Hale, Managing Partner and Chief Investment Officer. "Our new company name brings forward our strong legacy while reflecting our focus on our clients." Jim Zahansky, Managing Partner and Chief Goals Strategist, adds, "Weiss, Hale & Zahansky Strategic Wealth Advisors will remain profoundly committed to our client's life financial goals and our key service attributes: accountability, confidentiality, integrity, reliability, and trust."

Visit [www.whzwealth.com](http://www.whzwealth.com) to learn more.

**Note:** Securities and advisory services for Weiss, Hale & Zahansky Strategic Wealth Advisors, 697 Pomfret Street, Pomfret Center, CT 06259 (860.928.2341) are offered through Commonwealth Financial

Network, Member FINRA/SIPC, a Registered Investment Adviser. They are located at 697 Pomfret Street, Pomfret Center, CT 06259. For more information, please visit [www.whzwealth.com](http://www.whzwealth.com) or call 860.928.2341.