



December 18, 2019

Coming in 2020 - New Name, New Logo & Website

After more than 10 years of doing business under the Commonwealth Financial Network name, we have decided that it's time to update our image and to finally get our name on the door. As such, we are excited to announce that effective January 1, 2020 we will be changing our firm's name and logo to:



In addition to the new name/logo, we'll also be rolling out some new email addresses and a new website in early January which you can find at: www.EsdaleAdvisors.com. However, we'll continue to support our old website and e-mail addresses to help ease the transition.

Is Anything Else Changing?

In a word, No. Our office location, phone numbers and staff are all staying the same. There will be no change to client accounts, Commonwealth Financial Network will continue to act as our back-office, access to accounts will be through the same online portal(s) and our commitment to serving our clients and helping them to achieve their financial goals remains as strong as ever.

Why the Change?

Commonwealth Financial Network is the name of the Broker/Dealer and Registered Investment Adviser that we're affiliated with, but it was also the name we were operating our office under. Sharing a name with our back-office, had some early benefits, but as our practice has grown, we've noticed that the overlap has occasionally created confusion about our business relationship with Commonwealth. We feel that this change will help to reduce confusion between our businesses, while preserving our access to the powerful resources Commonwealth provides. We've also added our family name to our business in recognition of the personal nature of our business and the trust our clients place in us to help them achieve their financial goals.

We're excited about these changes but as always, please don't hesitate to reach out to us if you have any additional questions or concerns.