



AMERICAN PORTFOLIOS FINANCIAL SERVICES, INC.
4250 VETERANS MEMORIAL HWY. | SUITE 420E
HOLBROOK, N.Y. 11741

FOR IMMEDIATE RELEASE, CONTACT:
Melissa Grappone, Sr. VP of Mktg. & Corp. Comm.
PHONE: 631.439.4600, ext. 108
E-MAIL: apcorpcomm@americanportfolios.com

American Portfolios Celebrates 20 Years of Financial Freedom

The New-York based financial services firm kicks off its year-long anniversary celebration with a look back at its achievements over two decades in operation as a privately held independent broker/dealer.

HOLBROOK, N.Y. (June 16, 2021)—[American Portfolios Financial Services, Inc.](#) (AP) is poised to celebrate its 20th year in operation as a privately-held, independent broker/dealer that services investment professionals nationwide. The financial services firm officially kicks off its anniversary celebration with the start of its fiscal year running through May of next year, when AP's affiliated colleagues, valued business partners and home office staff will convene in person for its annual national conference, Connections 2022.

AP opened its doors on Sept. 10, 2001; fatefully, one day prior to 9/11. "Every company remembers its first day of doing business. We will never forget our second," states CEO and President Lon T. Dolber. "When we went home on that first day, we never imagined the next day would forever transform our nation." Every year since, AP honors the fallen by pausing operations so employees and affiliated colleagues can share a moment of silence to recognize the friends and loved ones lost, as well as the many heroes who remind a nation that the worst of times often bring out the best of humanity.

Dolber continues: "It is hard to believe 20 years have passed since a group of us—like-minded in spirit—came together to fulfill a common vision. It was the belief in creating more than a company; it was the idea of a place filled with innovative and inspired thinking to provide financial service solutions that could better serve the needs of investment professionals and their clients. Looking back, I am proud to say the dream we had for ourselves back in 2001 is not much different than what we are aspiring to today. Our goal over the course of these 20 years—and going forward—is to help people fulfill their American dreams."

At the root of AP's corporate ethos is the desire to maintain the type of business where every employee and financial advisor is worth more than what they produce and where the investor is the only person an advisor has to answer to. As it has done since the beginning, the firm remains committed to providing the optimal business solutions, support and services its financial professionals require in order to achieve financial freedom for the investing public. Built on a strong foundation of innovative, customer-focused technologies that create efficiencies in the way business is conducted, AP allows its affiliated colleagues more time to do the really important work of planning and tailoring their clients' financial futures utilizing value-added personal services such as retirement; estate and college planning; wealth management and consulting services; and insurance planning.



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The firm looks forward to celebrating its 20th anniversary in a number of unique and festive ways. Throughout the year, AP will be launching various multi-media campaigns on its [Facebook](#), [LinkedIn](#) and [Twitter](#) pages, as well as online at [AmericanPortfolios.com](#). Events will culminate in May of next year when AP hosts its first in-person event since the COVID-19 pandemic necessitated social distancing; Connections 2022 will take place May 18-20, 2022, at Mohegan Sun in Uncasville, Conn.

About American Portfolios

Headquartered in Holbrook, N.Y., American Portfolios Financial Services, Inc. (APFS) is a full-service, independent broker/dealer and member firm of FINRA and SIPC, offering a complete range of financial services, including personal financial and retirement planning, securities trading, mutual funds, access to investment research, long-term care planning, insurance products and tax-free investing. Fee-based asset management is offered through its sister subsidiary, American Portfolios Advisors, Inc., (APA), an SEC Registered Investment Advisor. Both entities, along with technology entity American Portfolios Advisory Solutions, LLC, collectively reside under the legal entity American Portfolios Holdings, Inc. (APH). Full-service securities brokerage is available through a clearing firm relationship with Pershing, LLC, a BNY Mellon firm, the securities of which are held on a fully disclosed basis. The company currently supports 850 independent investment professionals—inclusive of registered assistants—and more than 375 non-registered associates, located in 400 branch locations throughout the nation. It was named Broker-Dealer of the Year* (Division III) by Investment Advisor magazine for six consecutive years (2015-2020); a 2019 and 2020 WealthManagement.com Industry Award Finalist in multiple categories, and the 2020 winner in the service category of B/Ds under 1,000 representatives for its Virtual Administrative Services (VAS) program**; a 2021 Corporate Citizen of the Year by Long Island Business News; one of the Best Companies to Work for in the state of New York for six consecutive years (2016-2021) by the New York State Society for Human Resources Management (NYS-SHRM) and the Best Companies Group (BCG); and one of the Top Long Island Workplaces for 2018, 2019 and 2020 by Newsday.

** Based on a poll of registered representatives conducted by Investment Advisor magazine. Broker/dealers rated highest by their representatives are awarded “Broker/Dealer (B/D) of the Year.”*

*** Wealthmanagement.com Industry Award finalists are selected by a panel of independent judges made up of subject matter experts in the industry. Award is based on support provided to AP’s affiliated people and does not reflect public customers nor their account performance.*

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