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Grinkmeyer Leonard Financial Relaunches as EverThrive Financial Group

Valerie Leonard, CEO and Financial Advisor, leads the financial firm's growth and expansion.

Birmingham, Alabama (January 11, 2022) - Valerie Leonard, AIF®, CPFA™, officially announced the new name of the financial advisory practice she leads: **EverThrive Financial Group.** The Alabama-based practice provides financial planning and investment management to individual clients, and 401(k) plan management for businesses. Its award-winning team has helped thousands of clients since its founding in 2007, and the new name represents the next phase of its continued growth.

EverThrive has transitioned seamlessly from its former business name of Grinkmeyer Leonard Financial. "I chose the name EverThrive because it represents our core mission – we want to see our clients thrive in every area and season of their lives. The rebrand is about our clients, and our passion for working with them," says Valerie.

The independent advisory firm began by providing guidance to individual clients, and later expanded to include 401(k) consulting and management. EverThrive works with clients at all life stages. "Whether they're just getting started or about to retire, we meet them where they are," Valerie continues. The firm now represents clients and businesses across the nation, in addition to its Alabama client base. The EverThrive team has won dozens of awards from industry and media organizations, including *Forbes'* "Best-in-State Wealth Advisors" in 2019, 2020, and 2021.

While EverThrive has the professional capabilities and resources of large financial firms, Valerie maintains focus on EverThrive's proactive service model. "We've believe that our client service really sets us apart" she notes.

To learn more about EverThrive Financial Group, visit www.everthrivefinancial.com, or follow on LinkedIn and Facebook.

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The 2021 ranking of the Forbes' Best–in–State Wealth Advisors list was developed by SHOOK Research and is based on in–person and telephone due–diligence meetings to evaluate each advisor qualitatively and on a ranking algorithm that includes client retention, industry experience, review of compliance records, firm nominations, and quantitative criteria (including assets under management and revenue generated for their firms). Overall, approximately 32,725 advisors were considered, and 5,000 (approximately 15.3 percent of candidates) were recognized. The full methodology that Forbes developed in partnership with SHOOK Research is available at www.forbes.com. This recognition and the due–diligence process conducted are not indicative of the advisor's future performance. Your experience may vary. Winners are organized and ranked by state. Some states may have more advisors than others. You are encouraged to conduct your own research to determine if the advisor is right for you. Portfolio performance is not a criterion due to varying client objectives and lack of audited data. SHOOK does not receive a fee in exchange for rankings.

The 2020 ranking of the Forbes' Best-in-State Wealth Advisors list was developed by SHOOK Research and is based on in-person and telephone due-diligence meetings to evaluate each advisor qualitatively and on a ranking algorithm that includes client retention, industry experience, review of compliance records, firm nominations, and quantitative criteria (including assets under management and revenue generated for their firms). Overall, 32,000 advisors were considered, and 4,000 (12.5% of candidates) were recognized. The full methodology that Forbes developed in partnership with SHOOK Research is available at www.forbes.com. This recognition and the due-diligence process conducted are not indicative of the advisor's future performance. Your experience may vary. Winners are organized and ranked by state. Some states may have more advisors than others. You are encouraged to conduct your own research to determine if the advisor is right for you. Portfolio performance is not a criterion due to varying client objectives and lack of audited data. SHOOK does not receive a fee in exchange for rankings.

The 2019 ranking of the Forbes' Best-in-State Wealth Advisors list was developed by SHOOK Research and is based on in-person and telephone due-diligence meetings to evaluate each advisor qualitatively and on a ranking algorithm that includes client retention, industry experience, review of compliance records, firm nominations, and quantitative criteria (including assets under management and revenue generated for their firms). Overall, 30,000 advisors were considered, and 3,500 (11.6% of candidates) were recognized. The full methodology that Forbes developed in partnership with SHOOK Research is available at www.forbes.com. This recognition and the due-diligence process conducted are not indicative of the advisor's future performance. Your experience may vary. Winners are organized and ranked by state. Some states may have more advisors than others. You are encouraged to conduct your own research to determine if the advisor is right for you. Portfolio performance is not a criterion due to varying client objectives and lack of audited data. SHOOK does not receive a fee in exchange for rankings.