

September 28, 2020

Message from Michael J. Cordaro

After spending several years in New York City and Philadelphia, my wife, Melissa, and I have made the decision to return home to Northeastern Pennsylvania. While we enjoyed our time in both cities, we came to the realization that we wanted to be closer to our family as we start one of our own. This decision led us to begin new phases in our professional lives. To this end, I am thrilled to announce that I have joined the team at Alliance Wealth Advisors.

During more than nine years at J.P. Morgan and Brown Brothers Harriman, I have gained world-class experience helping individuals, families, and business owners achieve their financial planning and investment goals. I will always appreciate the opportunities JPM and BBH gave me, and remember fondly the time I had with colleagues, clients, and life-long friends. These institutions have rich histories, but Alliance represents a chance to build something special with a great group of people.

Alliance is a tenaciously independent firm, unafraid to think differently. This allows us to maintain a long-term view and avoid “following the herd” and the investment trends of the moment. We provide creative solutions that are tailored to your goals. Alliance utilizes industry-leading investment research as well as cutting edge tools and technology. Our team has decades of diverse experience along with a collaborative and vibrant culture. Our fee structure is simple and transparent, and we are not incentivized to use any specific investment products. This combination allows us to provide a client experience that is second to none.

Today’s uncertainty reinforces how important it is for each of us to clearly understand our financial picture. As fiduciaries, we will always make every decision centered around putting your interests first while maintaining the utmost discretion. However, we are not just advisors. We are also business owners and clients ourselves, which ensures we have “skin in the game”. This structure provides a clear alignment of interests and enables us to effectively partner with every type of investor to help them strive toward a more prosperous future.

In an industry where unnecessary complexity is the norm, and financial media can add confusion and noise, I promise to communicate effectively and stay focused on what truly matters to you. My approach is straightforward: build deep and trusted relationships, take the time to understand your values, goals, and views on risk, and ensure that you understand what you have invested in and why. All of my professional and personal experience to this point has prepared me for this next chapter.

I cannot wait to get to work.



Michael J. Cordaro
Vice-President | Wealth Advisor