



Unlocking New Possibilities

A Financial Advisor's Journey to New Heights

Why SEIA?

A Path to Greater Growth and Autonomy

After almost 20 years in a small, family-owned practice, financial advisor Jonathan Nicolas was ready for a change. The draw of autonomy was calling to him, and Jonathan wanted to provide more personalized service to his clients.

National Brand, Comprehensive Support

Choosing SEIA was the easiest decision Jonathan made after choosing to transition away from his former firm. He had been using SEIA's investment platform for over 10 years and knew the founding partners from their shared early career days back at John Hancock.

Jonathan also knew that moving from a small family-run business to a multi-billion-dollar national brand would provide him with enhanced support and access to a broader suite of investment and planning solutions. SEIA's infrastructure provided the resources to help streamline operations, deepen client relationships, and confidently scale his practice.

Shared Core Values

Jonathan also saw a deep alignment between his core values and SEIA's. Throughout the transition process, SEIA's commitment to making him feel respected, valued, and supported reinforced their shared belief in putting the team first. For Jonathan, building and supporting a strong team is critical to delivering client-focused wealth management solutions.



Transition was challenging. But I came out the other side with clients I love. It's gratifying for so many clients to choose to continue with me."

Navigating a Smooth Transition

A Natural Fit for His Clients

SEIA already held and managed many of Jonathan's clients' assets. As a result, it was easy for Jonathan to share his move with his client family. "I'm joining the mothership," he would say. "I'm joining the firm where most of your wealth is already being managed."



Jonathan Nicolas

AIF®, BFA®, C(k)P®, LUTCF
Financial Advisor

- San Francisco Bay Area, California
- \$53 million AUM*
- Total households*: 48
- Total corporate clients*: 3

*As of 06/17/2025

Background

- Financial Advisor since 2004
- Transitioned to SEIA in 2023
- Committed to core values of respect, team-building, and support
- Dedicated to delivering highly personalized client service

Hands On Support

Jonathan describes the transition process as well-supported and efficient for both him and his clients. As he puts it, it has been a long time since he has felt such “professional love.” SEIA assembled a dedicated team from multiple departments to support every aspect of his transition.

He's especially grateful for the technology support — what initially felt overwhelming quickly became manageable with the help of three technology specialists who met with him weekly, helping him navigate and adapt to SEIA's robust tech stack.

Additionally, the compliance and investment teams guided Jonathan through the necessary paperwork to transition clients. As a self-proclaimed “relationship-guy,” Jonathan appreciates the insights and support of SEIA's transition team and the seamless client-transition experience. He says, “I'm happy with my progress so far. And more importantly, my clients are happy AND happy for me.”



The way SEIA treats its advisors and staff aligns with my values. For the four founders to still be here, after all this time, is remarkable.”

Advancing Goals

Post-Acquisition Growth

Joining SEIA has inspired Jonathan to think bigger and set more ambitious goals than ever before. Jonathan is on track to meet his own growth goal to expand his book by approximately 30% this year.

In fact, since joining SEIA in 2023, Jonathan has seen notable growth in his practice, increasing it by over 50%. With SEIA's support, he has exceeded his production goal ahead of his second anniversary.

Perhaps even more impactful than the financial metrics is Jonathan's enhanced enthusiasm. He's delighted to deliver high-quality service with the support of a skilled team and is enjoying his newfound autonomy and freedom. As his wife puts it, “**Joyful Jonathan is back.**”



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