



BENJAMIN F. EDWARDS®
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FOR IMMEDIATE RELEASE

Benjamin F. Edwards Welcomes Melissa Watson to Decatur, IL Branch

ST. LOUIS, Aug 15, 2024 – St. Louis-based financial services firm [Benjamin F. Edwards](http://benjaminfedwards.com) welcomes Melissa Watson, RICP®, Vice President-Investments, to its Decatur, IL, branch, company officials announced today. Melissa brings with her over 19 years of experience in the financial services industry.

“We take enormous pride in welcoming this new advisor to our ever-growing Edwards family,” said Tad Edwards, chairman and CEO of Benjamin F. Edwards.

As an advisor, Melissa is dedicated to cherishing each unique moment with her clients. Whether she is guiding them towards a clear retirement plan, ensuring they feel confident and fulfilled during retirement, or offering comfort and support during challenging times like legacy planning or navigating life after loss, Melissa thrives on the positive impact she has on their financial futures. She fosters and maintains a family-like bond and atmosphere with her clients, making their journey a shared and supportive experience.

Edwards has continued to expand its presence across the U.S. by adding experienced advisors to its full-service, national wealth-management firm and its registered investment advisor (RIA), Edwards Wealth Management. The firm now has a presence in 33 states.

About Benjamin F. Edwards

With a legacy spanning 137 years over six generations of the Edwards family, Benjamin F. Edwards today is an entrepreneurial wealth management enterprise welcoming client-first, full-service financial advisors to join the firm. Advisors at Edwards seek to render solid investment advice while helping clients develop a plan to reach their goals. The growing national firm is now in 33 states with 96 locations, with over \$43 billion in assets under management. It remains true to its Golden Rule roots with regard to treatment of clients, financial advisors,

employees, and all business partners. The home office in St. Louis knows advisors by name and eschews call centers to get advisors' questions answered. Leveraging the firm's distinguished heritage and vision for the future, those who desire can become advisors of the firm's broker-dealer, Benjamin F. Edwards. Alternatively, they can choose an independent affiliation with the firm's registered investment advisor (RIA) Edwards Wealth Management. Edwards's strong fiscal foundation and timeless values enable it to be a firm of "Client-First Service Second-to-None," offering friendly support and thoughtful, tailored investment and planning advice to its treasured clients who make it all possible. The firm has zero debt and is committed to staying independent through future generations.