Greg Morse Joins Perennial Financial Services, Bringing Specialized Knowledge to Empower Business Owners, Entrepreneurs, and Families

Los Angeles, CA- Perennial Financial Services is excited to announce that Greg Morse has joined the firm as a Senior Financial Advisor. With over twenty years of experience in the financial services industry, Greg has built a distinguished career focused on providing high-touch, personalized financial strategies for business owners, entrepreneurs, and families who are navigating complex transitions.

Throughout his career, Greg has honed his skill in advising clients on matters such as succession planning, business valuation, retirement strategies, and wealth preservation. He is particularly known for his work with small to mid-sized business owners, helping them structure their business and personal finances to maximize value today and secure a smooth transition into the future. Greg's holistic approach ensures that his clients are not only prepared for the financial challenges of business ownership but also aligned in their long-term personal and family goals.

"I am truly excited to join Perennial Financial Services, a firm that shares my commitment to providing comprehensive, personalized financial advice," said Greg Morse. "What sets Perennial apart is their dedication to offering advisors the resources they need to serve their clients with confidence. The collaborative culture and deep understanding of what business owners and families need make this the perfect environment for me to expand my practice and continue helping clients achieve their financial and life goals."

At Perennial Financial Services, Greg will continue to leverage his expertise to serve high-net-worth individuals, family-owned businesses, and those preparing for major life transitions, such as retirement, succession, or selling a business. Whether guiding clients through the intricacies of tax-efficient wealth management or helping them secure their family's future, Greg's approach is grounded in integrity, trust, and long-term planning.

In addition to his professional background, Greg has earned a reputation for being a trusted advisor and educator in his community. He regularly leads workshops and seminars on financial topics such as retirement planning, tax strategies, and business succession. He is an advocate for financial literacy and believes in empowering his clients through education, ensuring they feel confident and informed in making crucial decisions about their financial futures.

Perennial Financial Services continues to strengthen its team with top-tier talent like Greg Morse. His addition is part of the firm's ongoing efforts to offer exceptional service to its clients, with a focus on comprehensive financial planning, business succession, and long-term wealth management. The firm remains committed to empowering its advisors with the tools, resources, and support they need to offer personalized, impactful advice to every client.