





MARSHALL
FINANCIAL
GROUP

ANNUAL REPORT

2025

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 marshallfinancialgroup.com



MARSHALL FINANCIAL GROUP

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STATE OF THE FIRM

Dear Clients and Friends,

The year 2025 holds special meaning for me, as it marks 20 years since I founded Marshall Financial Group. To honor this milestone, I wanted to put a fresh spin on my annual State of the Firm by sharing 20 simple lessons that have shaped our firm, our culture, and my own growth along the way.

Looking back has been both humbling and energizing, and my hope is that these reflections resonate with you as well.

1. **Be best in class.** When you commit to excellence, everything else has a way of falling into place.
2. **Follow data, not headlines.** Facts, discipline, and common sense outlast fear-driven news cycles.
3. **Pay it forward.** Success is most meaningful when it's shared generously.
4. **Control what you can control.** Making excuses for other people's actions is pointless.
5. **Practice radical candor.** Honest conversations build stronger teams and deeper respect.
6. **Consistency beats intensity.** Small actions done regularly create lasting results.
7. **After faith, health comes first.** Everything else depends on it.
8. **Be cool.** Surround yourself with people you genuinely enjoy and respect.
9. **Create a "wow" factor.** Exceptional experiences don't happen by accident, they're intentional.
10. **Decide with balance.** Move quickly when you can, and thoughtfully when it matters most.



11. **Invest in client relationships.** The return is always greater than expected.
12. **Feel your stress.** Growth comes from acknowledging challenges, not avoiding them.
13. **Overcommunicate.** It's better to say it twice than not at all.
14. **Kaizen: embrace continuous improvement.** Small progress everyday compounds into something remarkable.
15. **Trust your gut.** When something doesn't feel right, it usually isn't.
16. **Get your ducks in a row.** Being prepared and organized is always a good plan.
17. **Own the outcome.** Be accountable and look for ways to be the best at everything you do.
18. **Always say thank you.** Gratitude keeps success grounded and relationships strong.
19. **Value responsiveness.** We prioritize timely communication and value working with others who do the same.
20. **Thank you.** To our clients, our team, our partners, and our families - this journey wouldn't exist without you.

I am deeply grateful for what we've built together and genuinely excited for what lies ahead. The most meaningful years are still in front of us, and we're so thankful to share this journey with you.



Pete Marshall, CEPA®
Managing Partner, Senior Financial Advisor

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 [Schedule a call](#)

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“*Working with my financial advisor has been great! He answers all my questions clearly and goes the extra mile to make sure that I understand.*”

- Jeremy W., MFG Client

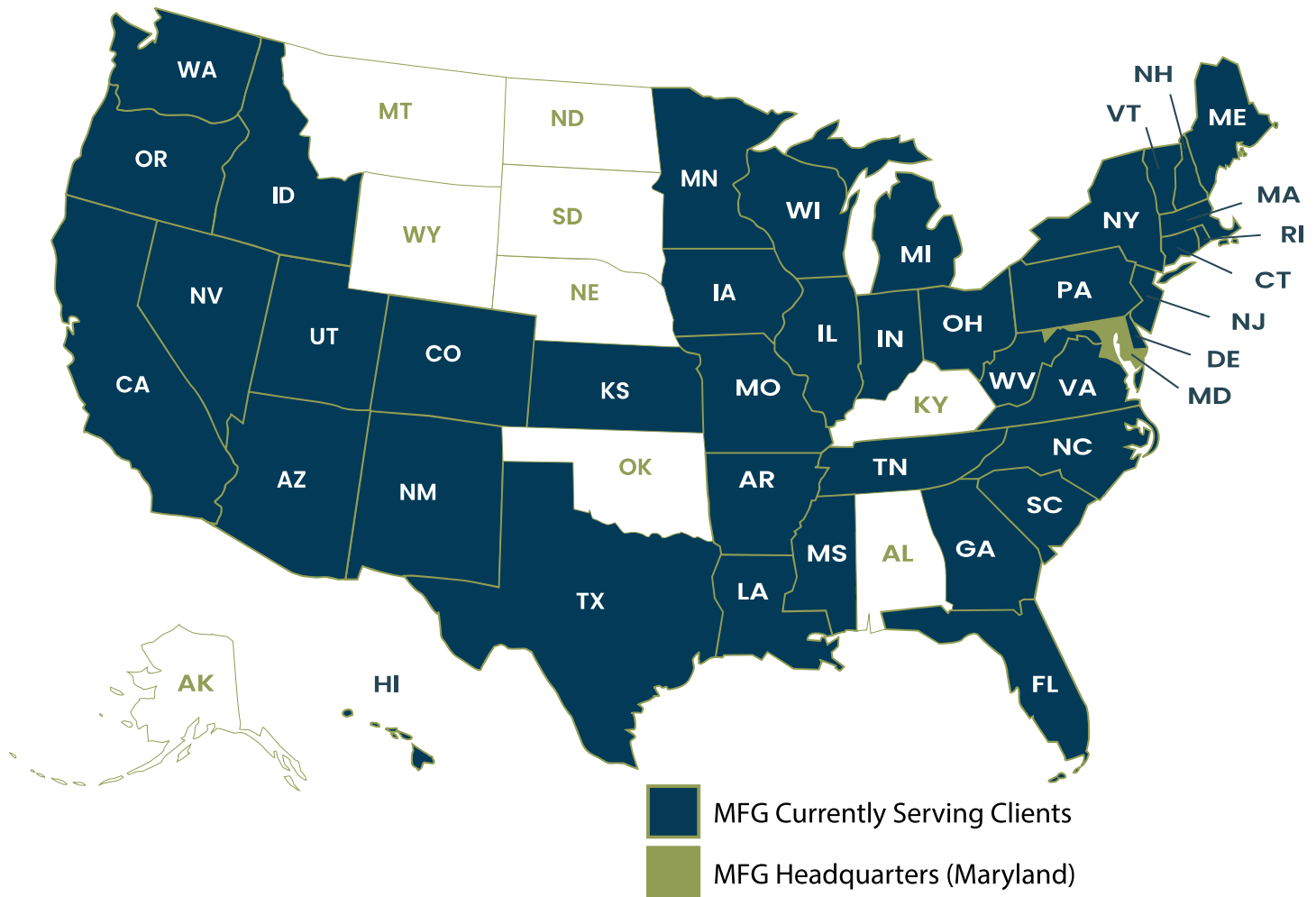
This testimonial was provided by a current client. No compensation was provided. The experience described may not be representative of all clients, and past experiences do not guarantee future results.

MFG CLIENTS

Some firms serve a narrow client base, while MFG takes pride in working with individuals from a wide range of professions, life stages, and backgrounds. What unites our clients is their desire for a financial team that delivers guidance and exceptional support. It's a privilege to understand your personal and financial goals and help you build and maintain a meaningful, balanced life for you and your family.

WHERE MFG CLIENTS LIVE

Geography is no barrier to service. Thanks to our advanced technology and dedicated support team, MFG proudly serves clients from coast to coast — and everywhere in between. No matter where you call home, we're here to provide the financial support you need. We're excited to grow and continue expanding our reach, and we always welcome your referrals.



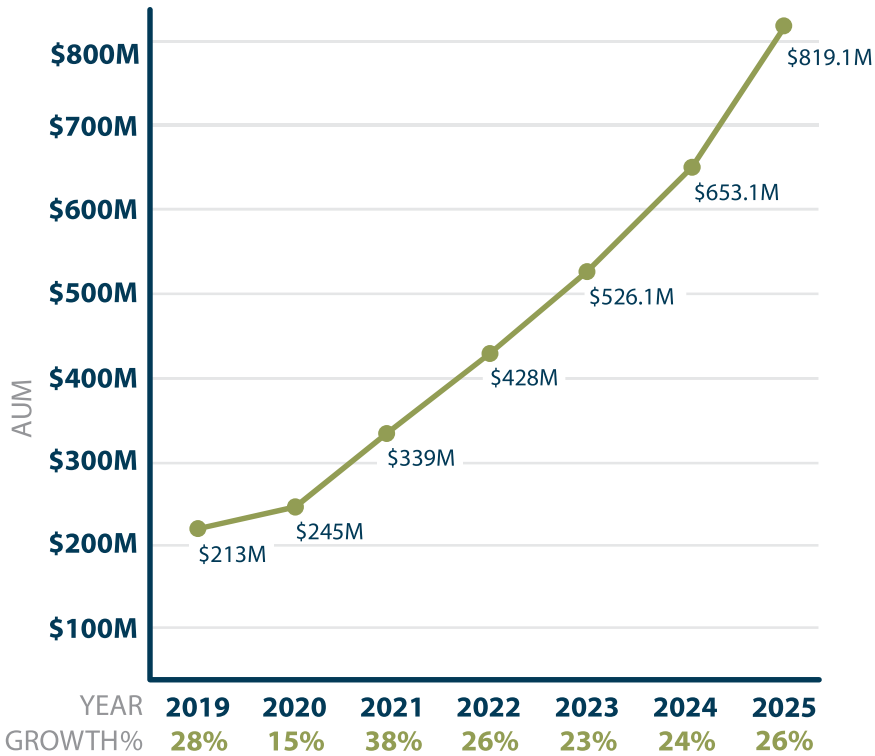
“MFG makes it easy to understand, and my Advisor explains everything so I can understand.”

- Maddalena P., MFG Client

This testimonial was provided by a current client. No compensation was provided. The experience described may not be representative of all clients, and past experiences do not guarantee future results.

PLANNING & INVESTMENT MANAGEMENT

GROWTH CHART OF AUM OVER PAST 7 YEARS



TOTAL AUM

\$819.9M

TOTAL TEAM MEMBERS

19

TOTAL CLIENTS

779*

* Households over 100K

AVERAGE CLIENT SIZE

\$1.052M

†Numbers correct as of 12/31/25.



2025 NEW ASSETS:

\$171,225,229

2025 FIRM ASSETS:

\$819,900,000

OF TRADES IN 2025:

429,094

TRADING ERRORS CORRECTED:

15

ACCURACY RATE:

99.99%*

“Very proud of our firm and the steady growth we’ve achieved together over the past seven years.”

- Pete Marshall, CEPA®,
Managing Partner,
Senior Financial Advisor

**“Accuracy rate” refers to trade processing accuracy and does not reflect investment performance or profitability.

YOUR TEAM

Marshall Financial Group is committed to delivering exceptional service to our clients. To ensure this, each client benefits from our dedicated team:

OUR ADVISORS



PETE MARSHALL
CEPA®, Managing Partner, Senior
Financial Advisor



SHERYL PARKS
MSF, CFP®, CDFA®, Partner, Director of
Financial Planning, Senior Financial Advisor



ANTHONY PUGLIESE
AIF®, Partner, Director of Investment
Management, Senior Financial Advisor



BARBY BARONE
Senior Financial Advisor



RUSS ARMSTRONG
CFP®, CIMA®, Senior Financial Advisor



CHRIS BARNES
Senior Financial Advisor



ANDREW HASZ
Senior Financial Advisor



THOMAS ARASZ
CFP®, MBA, Financial Advisor



TYLER KANG
Financial Advisor

OUR CLIENT SERVICE & OPERATIONS TEAM



HEATHER LEMMON
MBA, Chief Operating Officer



SHEILA DIAZ
FPQP, Operations Specialist



STEFANIE BECK
Senior Executive Assistant and
Recruitment



HOLLY BERGEN
Senior Executive Coordinator, M&A



DENTON LANE
Client Support Advisor



KYLE LEVICKAS
Client Support Advisor



MELANIE KNIGHT
Client Service Associate



THOMAS MCANDREW
Client Service Associate



JENNIFER SPEARS
Client Service Associate



LEAH MICUCCI
Receptionist

“*The team is super helpful, going above and beyond normal financial advice.*”

- **Greg T., MFG Client**

This testimonial was provided by a current client. No compensation was provided. The experience described may not be representative of all clients, and past experiences do not guarantee future results.

MILESTONES

As noted, our most meaningful milestone this year was celebrating the firm's 20th Anniversary together at Disney. That spirit of togetherness carried through the year and reflects our ongoing commitment to a strong, connected culture.

20-Year Anniversary Celebration at Disney

Celebrating two decades together at Disney was an unforgettable experience and a meaningful way to reflect on how far we've come.



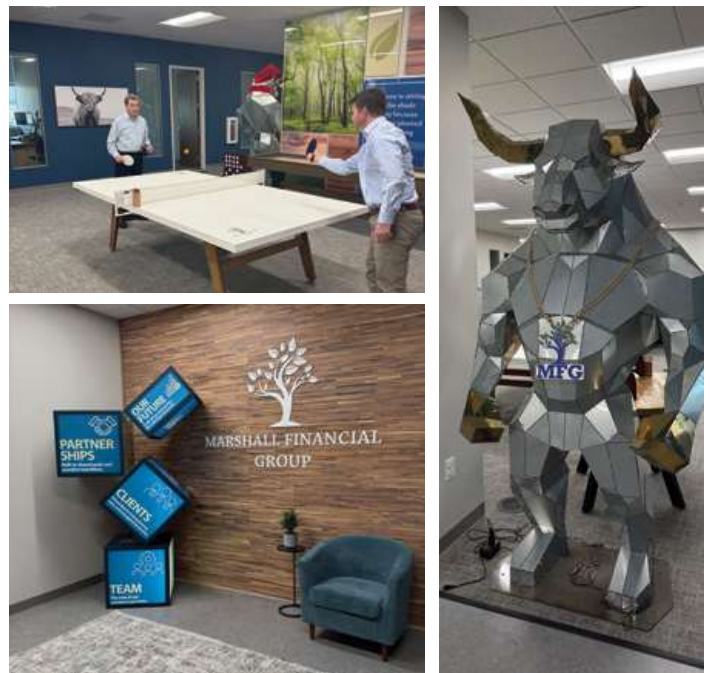
Fun Teamwork

Our adventurous team took on rock climbing with enthusiasm and we're happy to report no injuries - just great memories.



Office Space

We enhanced our workspace with fun additions like ping pong and games to support creativity, connection, and positive work energy.



MILESTONES

Community Engagement

Giving back remains a priority as we continue to donate, volunteer, and support initiatives that strengthen our local community.



The Special Olympics through the MD State Police, Super Plunge Event

River Valley Ranch

CROP Hunger Walk Resources

There Goes My Hero

First Fruits Farm





**MARSHALL
FINANCIAL
GROUP**

THANK YOU.

We appreciate the time you have taken to learn about our firm and we hope to learn about you. If you have questions, we're happy to provide honest and straightforward answers. Earning your business and your trust is our top priority.



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The metrics provided are for informational purposes only and should not be interpreted as a guarantee of future results or the absence of errors.