



*For Immediate Release  
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## **Sierra Nevada Wealth Management to Waive Management Fees during Potential NFL Lock Out**

Super Bowl XLV is just over a week away, but the NFL owners and players are still far apart on a new collective bargaining agreement and the potential for an NFL lockout is greater than ever. If a new CBA isn't reached by March 4th, there could be a lock-out by the NFL owners.

With this lock-out looming over his player-clients, Greg Crawford, CFP® and an NFL PA Registered Financial Advisor, says "We have been working diligently with our player-clients for months to get them to understand the importance of being financially prepared for a potential NFL lock-out by the owners after this season."

The advise he's been passing on: "Increase savings, keep investment funds liquid and avoid new expensive purchases. These are all important ways to protect your financial future given the uncertainty surrounding the collective bargaining agreement."

Greg's firm, Sierra Nevada Wealth Management, has decided to waive all fees for NFL players during a potential lock-out. "As a fee-only (no commissions) fiduciary, we always want to be in the same boat with our clients. While this obviously negatively impacts the revenue of our firm, from a client standpoint it is the right thing to do."

"When the Commissioner of the NFL, Roger Goodell, announced yesterday that he would work for \$1 if there was a lockout, we decided we would help our player-clients in a similar way. Whatever we can do to help our clients through this upcoming season, we will do."

### **ABOUT SIERRA NEVADA WEALTH MANAGEMENT**

Sierra Nevada Wealth Management, LLC was founded 2007, by the managing partners Greg Crawford, CFP®, and Chris Andrews. The firm offers wealth management, investment management, and financial planning services to individuals, families, and institutions. Sierra Nevada Wealth Management offers independent, unbiased portfolio design and comprehensive financial planning services. For more information about SNWM please visit their website at [www.sierranevadawealthmanagment.com](http://www.sierranevadawealthmanagment.com).

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