



Franklin|Madison
Advisors



Franklin Madison Advisors Launches New Firm with XY Planning Network

Franklin Madison Advisors to specialize in providing financial planning for Generations X & Y and developing strategies that help people get ahead in life financially.

FOR IMMEDIATE RELEASE

PITTSBURGH, Pennsylvania – February 14, 2020 – Franklin Madison Advisors, a new financial planning firm founded by Peter Donisanu, Chief Financial Strategist and President, recently launched with the help of [XY Planning Network](#) (XYPN), the nation’s leading organization of fee-only financial planners serving Generation X and Generation Y clients. In addition to Gen X & Y, Franklin Madison Advisors will also specialize in developing strategies that help people get ahead in life financially.

“We exist to serve a generation that has been underwhelmed by the traditional planning, investment management and coaching offerings in the financial services industry.,” said Mr. Donisanu.

Prior to founding Franklin Madison Advisors, Mr. Donisanu worked at Wells Fargo Investment Institute as a member of its Global Macroeconomic Strategy team. Mr. Donisanu has worked in the financial services industry since 2001 and holds a bachelor’s degree in Business Administration from Western Governor’s University and a Master of Business Administration degree with an emphasis in Finance from City University of Seattle. Mr. Donisanu lives in Pittsburgh, Pennsylvania with his wife and three children.

XY Planning Network kicked off a movement in 2014 to make financial planning accessible to the underserved Generation X and Generation Y populations by using a monthly subscription model rather than the traditional Assets Under Management (AUM) compensation structure. Charging a fixed or hourly fee ensures advisors work in the best interest of clients rather than for personal gain. As a member of XYPN, Mr. Donisanu was required to sign a fiduciary oath, among other membership standards.

XY Planning Network offers a virtual community for new and established financial advisors, providing members with invaluable support in areas such as compliance, marketing, and business coaching. Additionally, members benefit from a wide range of technology solutions to support their firms.

To learn more about Franklin Madison Advisors, please visit <https://franklinmadisonadvisors.com>.

About XY Planning Network

XY Planning Network (www.xyplanningnetwork.com) is the leading organization for fee-only financial advisors who want to serve their Gen X and Gen Y peers providing comprehensive financial planning services for a monthly subscription fee and without product sales or asset minimums. The Network offers a virtual community for new and established financial advisors who want to serve a younger clientele, and provides its members compliance support services, marketing support, business tools and templates, and a wide range of technology solutions.

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