

Cetera Adds Two Advisors With Nearly \$600M In Total Assets

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Mark Nakamitsu joined Cetera Investors in Edina, Minn., and Rick Farrar has joined Totus Wealth Management of Woodlands, Texas, within the Cetera Advisors network. Cetera declined to release the breakdown of assets for each of the advisor.

Nakamitsu, formerly with Fidelity Investments, began his career in 2002 with RBC Capital Markets Corporation and worked for a couple of other firms, including Securian Financial Services Inc., before moving to Fidelity in 2014, according to BrokerCheck. As a wealth planner, financial consultant and regional planning consultant, he serves wealthy families and individuals, providing multifaceted financial planning, the release noted.

“The highly collaborative and community-oriented culture at Cetera Investors is a welcome change for my practice, and I value the opportunity to embrace independence,” Nakamitsu said in a statement. “Cetera provides the backing of a large firm with a small-firm feel and culture, which is a unique and empowering combination. I am optimistic about the future for my clients and for my business and am proud to call Cetera home.”

Farrar, who had been with Lincoln Financial Advisors since 2000, joined Totus Wealth Management, a \$2.4 billion AUM firm that launched with Cetera in May 2021. Located in Birmingham, Ala., Farrar provides customized financial planning and advice to business owners, executives, foundations and non-profit organizations, the release said.

Farrar, according to BrokerCheck, has been in the industry for more than three decades, beginning with Jefferson-Pilot Investor Services Inc. in 1984. Other firms he has worked at include the Prudential Insurance Company of America and Lincoln Financial Advisors.