

# SAFEGUARD INVESTMENT ADVISORY GROUP EXPANDS TO ARIZONA WITH ACQUISITION OF SOLUTIONS FIRST FINANCIAL GROUP



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**Safeguard Investment Advisory Group, LLC →**

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*Expansion marks major growth milestone for firm, strengthening its presence in Southwest Region*

SCOTTSDALE, Ariz. , April 14, 2025 /PRNewswire/ -- Safeguard Investment Advisory Group, a leading financial firm known for helping clients achieve their dream retirements, is thrilled to announce its expansion into Arizona with the acquisition of Solutions First Financial Group.

The new office, located in Scottsdale, Arizona, officially opened its doors on April 1, 2025.



Safeguard Investment Advisory Group team

This marks a historic moment for Safeguard as their first office outside California, building on their six successful locations across the Golden State in Corona, Roseville, San Diego, Oxnard, Santa Barbara and Escondido.

"This expansion is an important step for both our firm and the families we serve," said Reid Abedeen, managing partner at Safeguard Investment Advisory Group. "This allows us to deepen our commitment to creating lasting financial confidence for as many individuals and families as we can. We look forward to bringing our expertise to the vibrant community of Scottsdale."

### **A Mission Rooted in Integrity, Education and Trust**

At the heart of this milestone lies "The Safeguard Family Commitment," which underscores the firm's philosophy of service. The mission is clear and unwavering: "A team dedicated to creating amazing retirements for the families we serve through a disciplined approach rooted in education, integrity and earned trust."

This latest addition to the Safeguard family reinforces the firm's mission, exemplifying its dedication to empowering individuals and families with the knowledge and tools to make informed financial decisions that can change their lives for the better.

"We are excited to join forces with Safeguard," said Joe Donti, Solutions First Financial Group. "This merger allows us to continue serving our clients with the same personalized care they've come to expect, while benefiting from the exceptional resources and reputation that Safeguard brings to the table."

### **Expanding Expertise to Benefit Arizona Families**

This new Arizona office positions Safeguard to bring unparalleled support and knowledge directly to families in the state, offering tailored strategies that align with individual retirement goals. The move also creates an opportunity for new and existing clients to experience the firm's signature approach to financial wellness in a beautiful new location adding a fresh chapter to Safeguard's story.

Safeguard Investment Advisory Group invites current and prospective clients, local media and community leaders to celebrate the official opening and discover what makes the firm's approach to retirement planning truly exceptional.

### **ABOUT SAFEGUARD INVESTMENT ADVISORY GROUP**

Safeguard Investment Advisory Group, LLC, is a premier financial advisory firm committed to creating amazing retirements for the families we serve through a disciplined approach rooted in education, integrity and earned trust. With six locations across California and a coming location in Arizona, Safeguard offers a comprehensive suite of investment management services that focus on eight key areas — risk, taxation, fees, Roth conversions, income planning, long-term care, wealth transfers and identity theft. This helps keep our clients informed so they can make wise decisions and pursue their unique retirement goals.

For more information, visit [safeguardinvestment.com](https://safeguardinvestment.com) or call 877.213.7233.

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*Investment Advisors, Reid Abedeen, Rick Rivera, Edward Sota, Andy Anable, Chris Miller, Dan Carter, David Hart, James Murray, Deryk Cherubini, and Joe Donti are also licensed to offer insurance plans and products in the State of California under license numbers: #0C78700, #0B51891, #0C16747, #0G78226, #0F57413, #0C32681, #0D42046, #0F77176, #0H56092, and #0G02448 respectively. Joe Donti is also licensed to offer insurance plans and products in the State of Arizona under license number: #10404585.*

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