



Seth B. Lawless, CRPC, CPFA

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As a Senior Vice President and Wealth Management Advisor for Merrill Lynch and managing partner of Osborne Lawless & Associates, Seth focuses on retirement and legacy planning for owners of family businesses and other professionals. He finds joy in helping families navigate difficult financial transition periods, such as working with aging clients to engage their children in their financial affairs and create a strategy to pass wealth to future generations.

As a Singletary Scholar at the University of Kentucky, Seth graduated Summa Cum Laude with a Bachelor of Business Administration with a double major in Business Management and Finance. He joined the financial services industry as an intern during the 2009 financial crisis, and joined Merrill in June 2010. He holds Series 7 and 66 FINRA registrations and the CRPC™® and CPFA® designations. In 2019 and 2022 Seth was named to Forbes “Best-in-State Next-Generation Wealth Advisors” lists.

Seth lives in Lexington with his wife and their two children, and his family is passionate about serving in the community.

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