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***“We cannot control the economy, but we are in a business where, based on the objectives of our clients, we can issue vetted recommendations that help clients to reach their investment goals.”***

- Financial Professional holding Series 5, 7, 63 and 65 licenses

With almost 45 years’ experience in the industry, Louis specializes in stocks, options and bonds. Louis derives great satisfaction by helping his clients move towards their financial goals.

Louis father was a huge influence on him, having been a manager of Merrill Lynch in San Juan up until his death in 1971. The best advice he ever delivered to Louis was, “Cut your losses short, stay informed, analyze the situation and take the appropriate course of action.”

Before joining HJ Sims in 2018, Louis held positions at Merrill Lynch, ER Hutton, Paine Webber and Santander. He holds a BBA from University of Puerto Rico.