



# ECHELON's RIA M&A Deal Report™

## U.S. Wealth Management | 3Q22

### Key Trends and Highlights

- **Still on Pace for Record Year Amid Third Consecutive Quarterly Decline in Deal Volume:** There were 84 deals announced in 3Q22, a quarterly decrease of 7.7% but a level that brings the deal total in the past twelve months to 368, making it the most active 12-month period since ECHELON began tracking the data. ECHELON estimates that there will be 345 deals announced in 2022, exceeding 2021's record.
- **Direct Investment from Private Equity Remains Prevalent:** Private equity firms continue to be active investors in the wealth management industry with direct investments in companies totaling more than \$80 BN in AUM during 3Q22. Two notable private equity transactions were Oak Hill Capital's recapitalization of Kestra Holdings, and Reverence Capital Partners' strategic investment in SEIA.
- **Demand for WealthTECH Solutions Remains High:** TAMPs are engaging in M&A to add to their service offerings and upgrade their existing products. WealthTECH startups continue to attract capital, riding the wave of increased digital adoptions across the wealth management ecosystem. Prevailing areas of interest include tech-enabled product distribution, artificial intelligence, and automated billing.

**Executive Overview:** Quarterly wealth management M&A activity continued to decline through 3Q22, but industry deal volume remains on pace for another record-breaking year. The 84 deals announced in the third quarter mean activity is still significantly elevated from the historic average.

**Strategics & Consolidators Are Still Active and Participating in Largest RIA Transactions:** Strategics & Consolidators continue to lead all buyer types in deal activity, announcing 42.4% of wealth management transactions so far in 2022. Mariner Wealth Advisors was involved in two of the top ten RIA acquisitions in the third quarter with their acquisitions of The Financial Services Network in July, and Heber Fuger Wendin Investment Advisors in August. They have announced 10 deals in 2022 thus far. Creative Planning was also busy in Q3 adding Wipfli Financial Advisors to the fold in August, an RIA with \$5 BN in AUM. The continued interest by large Strategics & Consolidators accompanied by readily available capital from their private equity partners continues to drive elevated deal volume.

**Industry Deal Activity Defies Global M&A Trend, Remains Near Record Levels:** Wealth Management M&A participants have remained committed to executing on their pipelines despite recent macroeconomic uncertainty. This has supported deal volumes and is evidence of the strong momentum present in the space as well as the attractiveness of wealth managers as acquisition partners. While rising rates have constrained M&A activity in other sectors, ample capital remains dedicated and ready to deploy for investments in the wealth ecosystem.

**Average AUM per Deal Continues to Decline as Smaller Sellers See Opportunity:** The Average AUM per transaction declined to \$1.74 BN, dipping below the 2020 average as smaller firms look to capitalize on record deal flow.

**84**  
Total 3Q22  
Transactions  
Announced

**33**  
Total Deals in  
August 2022

**345**  
Total Deals  
Expected in  
2022

*Note: Totals above exclude wealthTECH Deals unless an RIA is the buyer or seller.*

### Recent ECHELON Deal Announcements

**BOHMER • KILCOYNE**  
WEALTH MANAGEMENT

has completed its sale to

Wealth Enhancement Group\*

ECHELON served as the exclusive financial advisor to Bohmer Kilcoyne and provided:

**Sell-Side Investment Banking**

**ECHELON PARTNERS**

**SEIA**

has received a strategic investment from

**RCP REVERENCE CAPITAL PARTNERS**

ECHELON served as the exclusive financial advisor to SEIA and provided:

**Sell-Side Investment Banking**

**ECHELON PARTNERS**

**HEBER FUGER WENDIN**  
Investment Advisors Established 1934

has completed its sale to

**Mariner WEALTH ADVISORS**

ECHELON served as the exclusive financial advisor to Heber Fuger Wendin and provided:

**Sell-Side Investment Banking**

**ECHELON PARTNERS**

**ASSETMARK**  
has announced the acquisition of

**Adhesion wealth**  
from

**Vestmark**

ECHELON served as the exclusive financial advisor to Adhesion and Vestmark and provided management with:

**Sell-Side Investment Banking**

**ECHELON PARTNERS**

## Exhibit 1. Wealth Management M&A Deal Volume Continues Marginal Decline

Quarterly Deal Volume



Source: Company Reports, SEC IARD, ECHELON Partners Analysis

**Exhibit 1** highlights that 3Q22 wealth management M&A deal volume fell by 7.7% over its 2Q22 level – the third straight quarterly decrease. Still, wealth management M&A activity remains well above what was observed prior to 4Q21. The supply of willing buyers and sellers remains more than ample as entrepreneurs continue to look to M&A as a key component of their long-term succession plans and as prominent strategic acquirers remain eager to complete deals despite broader economic volatility. As shown in **Exhibit 2**, the 84 deals announced in 3Q22 is the highest figure ECHELON has observed in a third quarter since it began tracking this data. Given the trend in wealth management M&A through the first three quarters of 2022, ECHELON projects 345 total transactions for the year indicating a 12.4% increase over the 2021 record, as shown in **Exhibit 3**.

**29.3%**

Increase in Deal Volume in First 3 Quarters of 2022 versus 2021

**61**

More Deals Announced in 2022 YTD Relative to 2021 YTD

**10<sup>th</sup>**

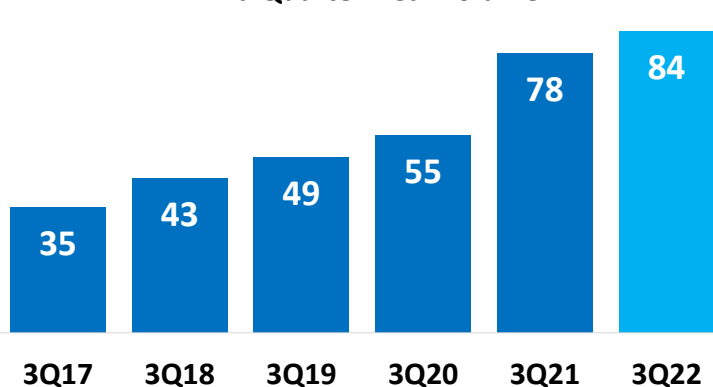
Straight Year of Projected Record-Breaking M&A Activity in the Sector

**345**

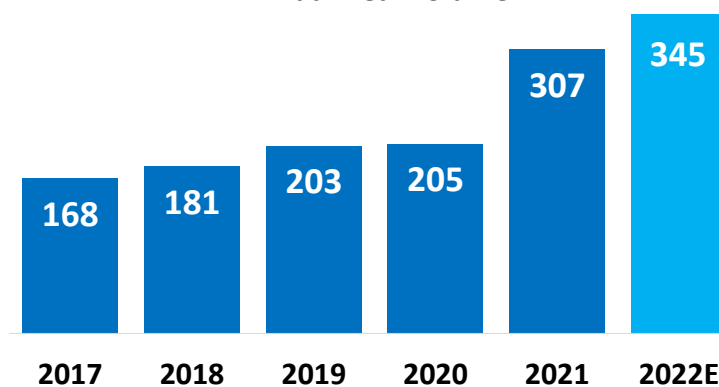
Deals Projected in 2022E

## Exhibits 2 & 3. Most Active Third Quarter To-Date Despite Market Volatility

Third Quarter Deal Volume

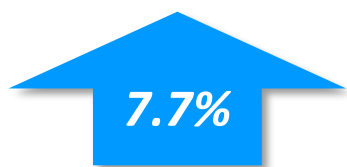


Annual Deal Volume



Source: Company Reports, SEC IARD, ECHELON Partners Analysis

As illustrated in **Exhibit 2**, 3Q22 saw a marginal 7.7% increase in the number of deals relative to the third quarter activity in 2021. ECHELON projects a solid 12.4% increase in annual deal volume compared to 2021's prior record of 307 transactions.



YoY Increase from  
3Q21 to 3Q22

**19.1%**

CAGR in Q3 Deal  
Volume from  
2017-2022



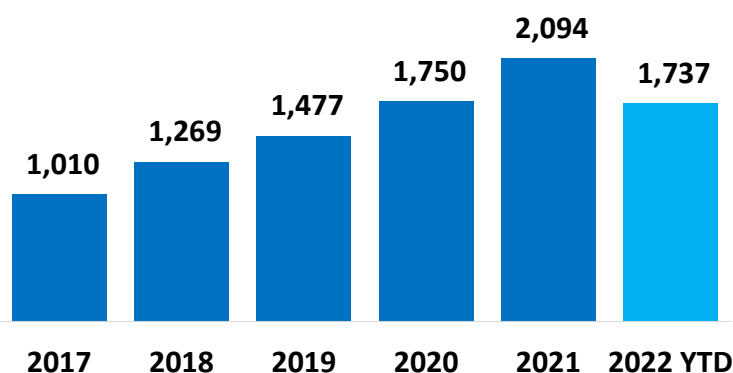
CAGR from  
2017 to 2022E

**164**

More Deals Than  
in 2018  
(Projected)

## Exhibit 4. Average AUM per Deal Continues Declines from Record but Remains Elevated

Average AUM Per Deal (\$MM)



Excludes Transactions Involving Over \$20 BN in AUM

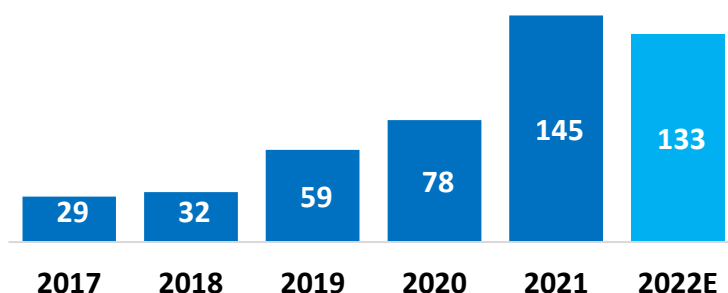
Source: Company Reports, SEC IARD, ECHELON Partners Analysis

As shown in **Exhibit 4**, The Average AUM per Deal declined by 17.0% from last year's record-breaking figure, falling to \$1.7 BN per deal, a level roughly in-line with the 2020 figure.

In total, there were 33 deals involving over \$1 BN in AUM announced in 3Q22, marking a 35.3% decrease relative to 3Q21's total of 51 \$1 BN+ deals. This decrease in \$1 BN+ deals is one contributing factor to the YTD decrease in Average AUM per Deal. Of the deals that were announced in 3Q22, 43% of the acquired firms had less than \$1 BN in AUM. The average AUM transacted in these deals was \$389 MM, showing that buyer interest in smaller opportunities remains very high.

## Exhibit 5. Quantity of \$1 BN+ Transactions Also Falls, Contributing to Lower Average AUM per Deal

\$1 BN+ Wealth Management Transactions



**35.6%**

Compound Annual Growth  
Rate of \$1 BN+ Deals from  
2017-2022E

**8.3%**

Expected YOY Decline in  
\$1 BN+ Deals Transacted

**133**

Projected Total Number  
of \$1 BN+ Deals in 2022

Building off the analysis above, **Exhibit 5** shows that the number of transactions involving over \$1 BN in AUM is expected to fall by approximately 8.3% in 2022 relative to 2021's record levels. A large portion of this decline may be due to the decrease in AUM attributed to market performance in 2022 YTD. A seller with just over \$1 BN in AUM late 2021 would be below that threshold today, absent strong new sales. Still, the number of \$1 BN+ deals in 2022E remains well above that observed prior to 2021 because the top buyers continue to be attracted to these large, well-established firms that serve as excellent platforms for entrances into new markets.

**Exhibit 6. 3Q22's Top Wealth Management Transactions Shows Consolidators Remain Active**

Date	Seller	Buyer	Buyer Type	Seller Assets (\$ MM) <sup>1</sup>
7/8/2022	Wentworth Management Services	Kingswood Group	Strategic or Consolidator	310,000
9/27/2022	Brewin Dolphin	RBC Wealth Management	Bank	65,390
9/30/22	Kestra Financial	Oak Hill Capital	(Other) Private Equity	51,000
9/1/22	Advors Asset Management	Sun Life Financial	(Other) Insurance	41,000
7/19/22	The Financial Services Network	Mariner Wealth Advisors	Strategic or Consolidator	26,000
8/17/2022	Signature Estate & Investment Advisers	Reverence Capital Partners	(Other) Private Equity	16,000
8/3/2022	Gladstone Wealth Partners	Integrity Marketing Group	(Other) Insurance	13,000
8/2/2022	Heber Fuger Wendin Investment Advisers	Mariner Wealth Advisors	Strategic or Consolidator	8,600
8/17/2022	Wipfli Financial Advisors	Creative Planning	Strategic or Consolidator	5,000
7/8/2022	Boenning & Scattergood	LPL Financial	Strategic or Consolidator	5,000

1. "Seller Assets" includes AUM and AUA.

Source: Company Reports, SEC IARD, ECHELON Partners Analysis.

**Exhibit 6** outlines the top transactions of 3Q22 ranked by AUM. Unlike the first half of the year, when a significant portion of the top transactions were announced by private equity investors, banks, and other relatively low volume acquirers, half of 3Q22's top transactions were deals announced by some of the most active strategic acquirers. Mariner Wealth Advisors appears on the list of top transactions twice and announced a total of 10 successful transactions in 2022. Kingswood Group, whose acquisition of the \$310 BN Wentworth Management Services was the largest of the quarter, has completed 4 transactions in 2022.

Kingswood Group made a big splash in 3Q22 announcing the largest transaction made in the third quarter. The SPAC has come to an agreement to merge with Wentworth Management Services, in a deal that will enable the broker dealer to go public. The combined public firm will become Binah Capital Group and will have \$25 BN in AUM and approximately \$285 BN in Affiliated AUM.

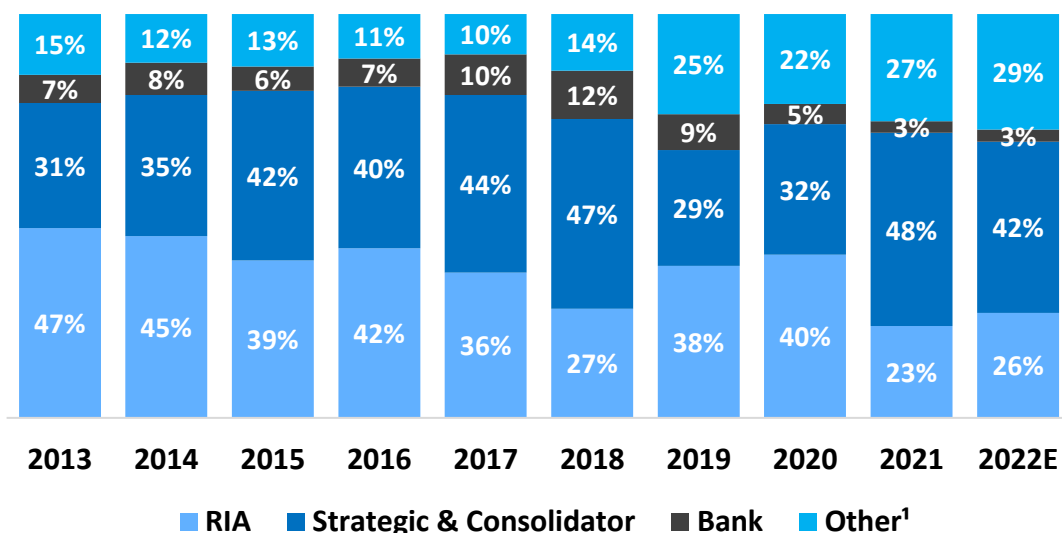
RBC Wealth Management, a North American based bank, announced an all-cash offer for Brewin Dolphin, one of the UK's leading independent providers of wealth management. The deal values Brewin Dolphin's equity at roughly \$2.6 BN and will give RBC a wealth platform in the UK, which they see as a key growth market.

Another notable deal was the recapitalization of Kestra Holdings led by private equity group Oak Hill Capital. The firm will join majority investor Warburg Pincus after it takes over Stone Point Capital's minority equity position. Signature Estate & Investment Advisers also announced it has received a strategic investment from Reverence Capital Partners. The partnership with RCP will provide growth capital for M&A and further investment in the business.

Mariner's deal with LPL-affiliate The Financial Services Network, will add over \$26.0 BN in AUM and 400+ advisors to Mariner's Platform Solutions unit which previously only managed about \$2.6 BN. Creative Planning announced their 13<sup>th</sup> acquisition of 2022, acquiring \$5 BN Wipfli Financial Advisors.

## Exhibit 8. Strategics & Consolidators Remain the Most Active Acquirer Category YTD

Percentage Breakdown of Acquirers by Firm Type



  
**42%**  
 of YTD Transactions  
 Involved Strategic  
 Acquirers & Consolidators

Strategic Acquirers &  
 Consolidators continue to  
 account for the majority of  
 dealmaking, announcing  
**114 deals, or 42% of the  
 YTD total.**

Source: Company Reports, SEC IARD, ECHELON Partners Analysis

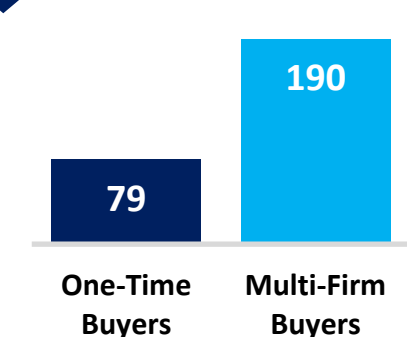
<sup>1</sup>Other: Private Equity Firms, Insurance Firms, Independent Broker Dealers, etc.

**Exhibit 8** highlights that the **Strategic & Consolidators** segment remains dominant in the wealth management M&A space, announcing 32 transactions in 3Q22, and accounting for 42% of the total deals announced for 2022 year-to-date. The total AUM acquired in these transactions totaled \$80.2 BN which is 5.3x the AUM transacted in RIA-to-RIA deals this quarter. The Strategics & Consolidator category is predominately comprised of private equity backed buyers with robust M&A teams, access to capital, and substantial integration resources. Example firms include Creative Planning, Wealth Enhancement Group, and Mercer Advisors.

There were 25 **RIA-to-RIA** transactions in 3Q22, a 55.6% increase over the 2Q22 levels, but an amount that keeps the category on-pace to remain near its 2021 levels and at a level that is significantly lower than the total share of deals the category was responsible for prior to 2021. In 3Q22, RIA-to-RIA transactions accounted for only 2.4% of the quarter's total transacted AUM, indicating that these acquirers continue to engage primarily in smaller transactions. Buyers in this category tend to use more equity relative to cash in their deal structures, which can limit their ability to compete with Strategics & Consolidators.

**Banks** have historically been the least active type of acquirer and this trend continued into 3Q22. The category announced only three transactions in the third quarter, matching 2Q22 levels and bringing their share of total 2022 YTD deals to only 3.0%. Two out of the three deals announced by Banks in 3Q22 involved targets with over \$30 BN, a sign that Banks remain interested in the largest acquisition targets. 3Q22's bank deals included RBC's acquisition of the third largest wealth manager in the United Kingdom and Ireland, Brewin Dolphin. The combined firm will manage approximately \$72 BN (£64 BN).

The **Other** buyer category has historically consisted of private equity investors and asset managers, but impressive growth and stability within the wealth management industry has attracted new buyers including insurance companies. Private equity-backed insurance broker and aggressive acquirer Alera Group announced two transactions in 3Q22, including the acquisition of the \$3 BN RIA Johnson Brunetti. Hub International, another PE-backed insurance company, also announced two acquisitions in the quarter. The category also included the acquisition of the \$285 BN AUM Wentworth Management Services by the SPAC Kingswood Acquisition Corp. along with Oak Hill Capital's minority investment in Kestra Financial and Sun Life Financial's minority investment in Advisors Asset Management.

**Exhibit 9. The Most Active Buyers List Remains Consistent Through 3Q22**

**71%**

of **2022 YTD** deals have been announced by companies that have acquired 2+ firms this year.

Buyer	Headquarters	Buyer Type	# of Deals YTD <sup>1,2</sup>
Mercer Advisors	Denver	Strategic/Consolidator	14
Creative Planning	Overland Park	Strategic/Consolidator	13
Wealth Enhancement Group	Plymouth	Strategic/Consolidator	10
Mariner Wealth Advisors	Kansas City	Strategic/Consolidator	10
Merit Financial Advisors	Alpharetta	Strategic/Consolidator	9
Beacon Pointe Advisors	Newport Beach	Strategic/Consolidator	9
Hub International Limited	Chicago	Other	7
Merchant Investment Management	New York	Private Equity	7

1. Deals are recorded and tracked on an “as announced basis” and do not consider the timing of internal negotiations.  
2. Acquisitions made through platform firms are not directly counted in the above totals.

Experienced Buyers – those who have engaged in more than two acquisitions since 2016 – remained active throughout 3Q22, as they still see opportunity for inorganic growth despite turbulence in the financial markets. As **Exhibit 9** shows, 190 of the 269 deals announced in the first three quarters of 2022 involved an acquirer who has completed at least two deals this year. Merit Financial Advisors which announced three deals in 3Q22 and Hub International Limited which announced two deals, were both absent from this list in the first two quarters of 2022. They displaced Cerity Partners, a leader in 1H22 dealmaking that did not announce any transactions during 3Q22.

**Exhibit 10. 3Q22 Top U.S. Private Equity Direct Investments**

Target	Target Firm Type	Private Equity Investor	Minority	Seller AUM (\$ MM)
Kestra Financial	Broker Dealer	Oak Hill Capital	Yes	51,000
Signature Estate & Investment Advisers	RIA	Reverence Capital Partners	No	16,000
Miracle Mile Advisors & Karp Capital Management	RIA	Corsair Capital	No	4,000
Gentrust	RIA	Kudu Investment Management	Yes	3,000
MGO One Seven	RIA	Merchant Investment Management	Yes	2,800
Redwood Investment Management	RIA	Merchant Investment Management	Yes	2,442
GCG Advisory Partners	Hybrid	LNC Partners	Yes	1,500

Source: Company Reports, SEC IARD, ECHELON Partners Analysis.

**Exhibit 10** shows direct investment from private equity firms was still prevalent in 3Q22 as investors seek to buoy returns. The transactions were primarily minority deals, but private equity capital continues to fuel record levels of consolidation in the hyper-fragmented wealth management industry.

**Exhibit 11. 3Q22 WealthTECH Deals Show High Demand for Creative Technology Solutions**

Date	Target	Buyer (or Investor)	WealthTECH Trend
9/21/2022	Opto Investments	Tiger Global Management, 8VC, MSD Capital, & Others	Tech-Enabled Product Distribution
9/14/2022	Ethic	Jordan Park Group, UBS & Others	Solution-Based Investing
8/11/2022	Farther	Bessemer Venture Partners, Khosla Ventures, & MassMutual	Increased Outsourcing and Automation
8/11/2022	Global Shares	J.P. Morgan	Demand for Unified Software Solutions
7/27/2022	Vestorly	FMG	Utilization of Artificial Intelligence
7/20/2022	New Access	FNZ	Demand for Unified Software Solutions
8/31/2022	DPL Financial Partners	Eldridge, Atlas Merchant Capital	Tech-Enabled Product Distribution
7/13/2022	Eton Solutions	Navis Capital	Demand for Unified Software Solutions
7/6/2022	Redi2 Technologies	Envestnet	Rise of the Super-TAMP
7/6/2022	Veriti Management	First Trust Capital Partners	Solution-Based Investing

Source: Company Reports, SEC IARD, ECHELON Partners Analysis

**Exhibit 11** outlines the top WealthTECH transactions of 3Q22 that ECHELON views as particularly meaningful to ongoing M&A activity in this subsector. Customers continue to demand more personalization and access to seamless technology from their wealth managers. Enabling these capabilities is a key component of many of the offerings of the fastest growing WealthTECH firms.

This July, portfolio management software company Envestnet added to their suite of offerings with the acquisition of Redi2 Technologies, a billing and revenue management software best known for its BillFin solution that allows RIAs to calculate flat, tiered, or banded AUM fees. The Redi2 acquisition enhances Envestnet’s ability to deliver specialized administrative and billing tools to its customers and serves as Envestnet’s third acquisition of 2022, further establishing its presence as a TAMP behemoth in the space. FMG, a marketing technology company for advisors, also added to their platform through the acquisition of the AI-driven advisor marketing platform Vestorly. The Vestorly deal allows FMG to help advisors create personalized content for their clients. FMG has previously utilized artificial intelligence in its product development but adding Vestorly’s capabilities will allow the firm to apply artificial intelligence to every aspect of advisor marketing.

The market for fundraising rounds also remained active in the third quarter of 2022. Opto Investments received \$145 MM in Series A financing from a group of investors that was led by Tiger Global Management and featured Michael Dell’s MSD Capital. Opto offers a platform providing access to alternative investments and private markets. Investment systems like this have received a great deal of interest from investors in recent years and the trend has not slowed. Farther, whose platform provides access to private equity and hedge fund portfolios as part of a holistic wealth management platform, received Series A funding in the third quarter as well. The \$15 MM funding round was led by Bessemer Venture Partners and brings the firm’s valuation to roughly \$50 MM. Farther combines expert advisors with its comprehensive and personalized technology solutions.

The WealthTECH trend of direct indexing acquisitions also continued into the third quarter with First Trust announcing its acquisition of Veriti Management and Ethic announcing another cap raise. Direct indexing is another example of the demand for customization as firms like Veriti allow advisors to deliver personalized and tax-advantaged solutions that align directly with their client’s objectives.

## ECHELON Deal Announcement: Bohmer Kilcoyne sale to Wealth Enhancement Group



### Investment Banking Role:

ECHELON Partners served as the exclusive financial advisor to Bohmer Kilcoyne Wealth Management (“Bohmer Kilcoyne”), providing sell-side investment banking advisory services. The ECHELON team’s deep industry knowledge and unparalleled network of established connections proved pivotal in securing a seamless transaction with Wealth Enhancement Group. ECHELON worked closely with the Bohmer Kilcoyne leadership team to identify and evaluate an attractive new business partner that will best help them in achieving their strategic goals. ECHELON’s services included valuation, buyer outreach, deal marketing, deal process management, and negotiation of deal terms.

### Client Background:

Bohmer Kilcoyne is a \$677 MM AUM hybrid RIA based in Cincinnati, Ohio. The firm offers comprehensive financial services and access to a full range of objective investment products. Bohmer Kilcoyne focuses on the partnerships that they have with each of their clients, allowing them to understand their clients’ financial and personal needs and provide them with tailored products and services.

### Successful Outcome:

Through this successful transaction Wealth Enhancement Group is partnering with a client-centric, planning-oriented, experienced wealth management firm. This transaction will afford Bohmer Kilcoyne the opportunity to accelerate growth by leveraging the advantage of WEG’s scale.

### Bohmer Kilcoyne completes sale to Wealth Enhancement Group

*Bohmer Kilcoyne has successfully completed a transaction with Wealth Enhancement Group, a portfolio company of both Onex and TA Associates.*

**Deal Size:**  
\$677 MM AUM

**Date Announced:**  
October 3, 2022



INVESTMENT BANKERS | MANAGEMENT CONSULTANTS | VALUATION EXPERTS

To the Wealth and Investment Management Industries



## ECHELON Deal Announcement: SEIA Announces Investment from Reverence Capital



### Investment Banking Role:

ECHELON Partners served as the exclusive financial advisor to Signature Estate & Investment Advisors (“SEIA”), providing sell-side investment banking advisory services. The ECHELON team’s experience in negotiating with sophisticated private equity buyers ensured the successful transaction that will provide strategic capital to SEIA to help facilitate the next stage in its growth. ECHELON worked closely with SEIA’s leadership team to negotiate the terms of the transaction and to create a mutually beneficial post-close ownership structure for SEIA and Reverence Capital Partners.

### Client Background:

SEIA is a Los Angeles-based \$16 BN AUM RIA with its own TAMP platform, Signature Investment Advisors. The firm offers investment management and financial planning services tailored to meet the unique needs of affluent investors and corporations. SEIA's mission is to provide clients with a partnership that complements and exceeds their long-term goals and objectives. The Company has 160 employees and 12 offices and works with clients nationwide.

### Successful Outcome:

Through this successful transaction, SEIA will continue to enhance the level of service and offerings it provides. In addition, SEIA’s TAMP platform, Signature Investment Advisors, will now be available to advisors across the independent broker-dealer and RIA community.

## SEIA has received a strategic equity investment from Reverence Capital Partners

*SEIA has successfully completed a transaction with Reverence Capital Partners, a financial services focused private equity firm.*

**Deal Size:**  
\$16 BN AUM

**Date Announced:**  
August 17, 2022



INVESTMENT BANKERS | MANAGEMENT CONSULTANTS | VALUATION EXPERTS

To the Wealth and Investment Management Industries

## ECHELON Deal Announcement: Heber Fuger Wendin sale to Mariner Wealth Advisors



### Investment Banking Role:

ECHELON Partners served as the exclusive financial advisor to Heber Fuger Wendin (“HFW”), providing sell-side investment banking advisory services. ECHELON worked closely with HFW’s leadership team to identify and evaluate an attractive new business partner with mutually beneficial economics. ECHELON’s services included valuation, buyer outreach, client marketing, deal process management, and negotiation of deal terms.

### Client Background:

Heber Fuger Wendin Investment Advisors is a \$8.6 BN AUM RIA based in Bloomfield Hills, Michigan. One of the oldest registered investment advisors in the U.S., the firm was established in 1934 and has a niche focus on advising community banks and credit unions, though the company also provides investment advisory services to insurance companies, foundations, manufacturing companies, and individuals seeking a wealth advisory partner.

### Successful Outcome:

Through this successful transaction, Mariner Wealth Advisors expands their service offerings significantly and HFW joins a platform that will support future growth. The two firm’s share a client-first business philosophy that will lead to seamless integration, and Mariner’s support and resources will allow Heber Fuger Wendin to continue their impressive development.

## Heber Fuger Wendin completes sale to Mariner Wealth Advisors

*Heber Fuger Wendin has successfully completed a transaction with Mariner Wealth Advisors, a portfolio company of Leonard Green.*

**Deal Size:**  
\$8.6 BN AUM

**Date Announced:**  
August 2, 2022



INVESTMENT BANKERS | MANAGEMENT CONSULTANTS | VALUATION EXPERTS

To the Wealth and Investment Management Industries

## ECHELON Deal Announcement: AssetMark to acquire Adhesion Wealth



### Investment Banking Role:

ECHELON Partners served as the exclusive financial advisor to Adhesion Wealth and Vestmark, providing sell-side investment banking advisory services. The sale of Adhesion from Vestmark to AssetMark was supported by ECHELON's (1) advanced deal-structuring capabilities, (2) deep knowledge of the marketplace and buyers' specific needs, and (3) TAMP and WealthTECH dealmaking experience. This transaction further establishes ECHELON's industry-leading experience in the TAMP space.

### Client Background:

Adhesion Wealth is a leading provider of outsourced investment management solutions for registered investment advisors (RIAs). Adhesion Wealth empowers advisors with the ability to build their own multi-manager (UMA) strategies, access SMA strategies and use other turnkey investment solutions on the Adhesion Manager Exchange. Adhesion Wealth also provides advisors with personal and direct indexing, tax management, tax transitions, portfolio administration, practice analytics and client reporting. With Adhesion, advisors gain access to a scalable, multi-custodian platform upon which to grow successful practices. Adhesion Wealth is a wholly owned subsidiary of Vestmark.

### Successful Outcome:

Through this synergistic acquisition, AssetMark will add the industry's second largest model marketplace with over 400 asset managers and strategists. The acquisition also delivers value-added services and solutions to AssetMark's existing offering, including personal and direct indexing, tax transition, portfolio administration, practice analytics and client reporting. Both Adhesion and AssetMark will continue to leverage Vestmark's technology to support their platforms.

## AssetMark announces the acquisition of Adhesion Wealth, a wholly owned subsidiary of Vestmark

*Vestmark has successfully completed a transaction with AssetMark, with the sale of its wholly owned subsidiary Adhesion Wealth*

**Deal Size:**  
\$9.5 BN AUM

**Date Announced:**  
June 13, 2022



INVESTMENT BANKERS | MANAGEMENT CONSULTANTS | VALUATION EXPERTS

To the Wealth and Investment Management Industries

## About ECHELON Partners

ECHELON Partners is a Los Angeles-based investment bank and consulting firm focused exclusively on the Wealth and Investment Management industries. ECHELON specializes in supporting several influential client groups:

	<b>RIAs</b>		<b>Broker Dealers</b>		<b>Hybrid RIAs</b>
	<b>WealthTECH Firms</b>		<b>TAMPs</b>		<b>Asset Managers</b>

## How ECHELON Can Help

- |   |   |
|---|---|
|  <b>Provide Transaction Assistance (M&amp;A, Sales, Capital Raising)</b> |  <b>Design Equity and Compensation Structure</b> |
|  <b>Conduct a Valuation</b>   |  <b>Equity Recycling &amp; Management</b>       |
|  <b>Continuity &amp; Succession Planning</b>                           |  <b>Advise on the Buyout of a Partner</b>      |

	<b>INVESTMENT BANKING</b> <i>#1 FINRA-registered investment bank serving wealth managers over the past 20 years</i>
	<b>MANAGEMENT CONSULTING</b> <i>Strategy consultants who have advised on over 500 wealth and asset management deals</i>
	<b>VALUATIONS</b> <i>#1 in valuations for wealth managers with more than \$2 MM in revenue or \$200 MM in AUM</i>
	<b>TRACK RECORD</b> <i>A three-time winner of WealthManagement.com's Most Innovative Industry Investment Bank Award</i>



# ECHELON's Leadership

## DAN SEIVERT | CEO AND MANAGING PARTNER



dseivert@echelon-group.com

Dan Seivert is the CEO and founder of ECHELON Partners. Prior to starting ECHELON Partners, Mr. Seivert was one of the initial principals of Lovell Minnick Partners, where he helped invest over \$100 MM in venture capital across 15 companies. Before his involvement in Private Equity, Mr. Seivert was a buy-side analyst at The Capital Group (American Funds) where he valued firms in the asset management and securities brokerage industries. In his various roles, Mr. Seivert has conducted detailed valuations on over 500 companies, evaluated more than 2,000 acquisition targets, and authored 25 reports dealing with the wealth and investment management industries. Mr. Seivert has an Advanced Bachelor's degree in Economics from Occidental College and a Master of Business Administration from UCLA's Anderson School of Management.

## MIKE WUNDERLI | MANAGING DIRECTOR



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Mike Wunderli is a Managing Director at ECHELON Partners and is integrally involved in all aspects of the firm's activities. Prior to joining ECHELON, Mr. Wunderli founded Connect Capital Group (CCG) where he advised private, middle-market companies on pre-transaction planning, growth financing options and the development and execution of exit strategies. Before founding CCG, Mr. Wunderli spent 12 years at Lehman Brothers and UBS as a Senior Vice President in the Private Wealth Management (PWM) division. During his time at Lehman Brothers and UBS, Mr. Wunderli executed over \$2 BN in investment-banking and private-equity transactions for his clients and managed over \$400 MM for high-net-worth investors and their families. Mr. Wunderli received his BA from Brigham Young University and an MBA from The Wharton School at the University of Pennsylvania.

## BARNABY AUDSLEY | VICE PRESIDENT



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Barnaby Audsley is a Vice President at ECHELON Partners and focuses on a diversity of M&A advisory, investment banking, strategic consulting, and research assignments across the wealth and investment management industries. Prior to joining ECHELON Partners, Mr. Audsley worked as an Associate for Bel Air Investment Advisors, a \$9 BN multifamily office based in Los Angeles. During his time with Bel Air, Mr. Audsley focused on Private Equity and assisted in the sourcing and underwriting of fund, co-investment opportunities, and direct transactions, resulting in over \$300 MM of capital deployment on behalf of the partners and clients. He also conducted market research to identify attractive asset classes, industry trends, and investment opportunities. At Occidental College, Barnaby was a Director on the student-run investment portfolio. He is a mentor for Play Rugby USA, a non-profit focused on developing youth through rugby.

## BRETT MULDER | VICE PRESIDENT


















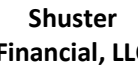
















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Brett Mulder is a Vice President at ECHELON Partners and spends time across all of the firm's core activities including M&A advisory, strategic consulting, and thought leadership. Prior to joining ECHELON, Brett was a Senior Associate with Deutsche Bank Securities, working in their US investment bank and within the Financial Institutions Group. With Deutsche, Brett advised wealth managers, asset managers, FinTech companies, and financial sponsors on a variety of strategic endeavors including M&A, capital raises, IPOs, SPACs, and leveraged finance. Through that experience, Brett spent significant time cultivating relationships with the Private Equity firms and platform buyers involved and interested in the wealth management ecosystem. While at San Diego State University, Brett served as Vice President of the student investment council.

# Sample Transactions & Advisory Assignments Executed by the ECHELON Team

<p><b>BOHMER</b> <small>•</small> <b>KILCOYNE</b> WEALTH MANAGEMENT</p> <p>has completed its sale to</p> <p> Wealth Enhancement Group</p> <p>ECHELON served as the exclusive M&amp;A advisor to Bohmer Kilcoyne</p> <p><b>Sell-Side M&amp;A Advisory</b></p> <p> ECHELON PARTNERS</p>	<p><b>SEIA</b></p> <p>Has announced a strategic investment from</p> <p><b>RCP</b> REVERENCE CAPITAL PARTNERS</p> <p>ECHELON served as the exclusive financial advisor to SEIA</p> <p><b>Sell-Side M&amp;A Advisory</b></p> <p> ECHELON PARTNERS</p>	<p> <b>HEBER FUGER WENDIN</b> Investment Advisors Established 1974</p> <p>has completed its sale to</p> <p> <b>Mariner</b> WEALTH ADVISORS</p> <p>ECHELON served as the exclusive financial advisor to Heber Fuger Wendin</p> <p><b>Sell-Side M&amp;A Advisory</b></p> <p> ECHELON PARTNERS</p>	<p> <b>ASSETMARK</b></p> <p>has completed the acquisition of</p> <p><b>Adhesion</b> <small>WEALTH</small></p> <p>from</p> <p> <b>Vestmark</b></p> <p>ECHELON served as the exclusive financial advisor to Adhesion and Vestmark</p> <p><b>Sell-Side M&amp;A Advisory</b></p> <p> ECHELON PARTNERS</p>	<p> <b>SIMON QUICK</b> ADVISORS</p> <p>has completed a merger with</p> <p> <b>RED HOOK MANAGEMENT</b></p> <p>ECHELON served as the exclusive financial advisor to Simon Quick</p> <p><b>Buy-Side M&amp;A Advisory</b></p> <p> ECHELON PARTNERS</p>	<p> <b>CERTY PARTNERS</b></p> <p>has completed the acquisition of</p> <p> <b>DAINTREE</b> ADVISORS</p> <p>ECHELON served as the exclusive financial advisor to Daintree</p> <p><b>Sell-Side M&amp;A Advisory</b></p> <p> ECHELON PARTNERS</p>
<p> <b>CREATIVE PLANNING</b></p> <p>has completed the acquisition of</p> <p> <b>PARADIGM</b> FINANCIAL ADVISORS, LLC</p> <p>ECHELON served as the exclusive financial advisor to Paradigm</p> <p><b>Sell-Side M&amp;A Advisory</b></p> <p> ECHELON PARTNERS</p>	<p> <b>Mariner</b> WEALTH ADVISORS</p> <p>has completed the acquisition of</p> <p> <b>RTS</b> PRIVATE WEALTH MANAGEMENT</p> <p>ECHELON served as the exclusive financial advisor to RTS</p> <p><b>Sell-Side M&amp;A Advisory</b></p> <p> ECHELON PARTNERS</p>	<p> <b>SIMPLICITY</b> GROUP</p> <p>has completed the acquisition of</p> <p> <b>Sawtooth</b></p> <p>ECHELON served as the exclusive financial advisor to Sawtooth</p> <p><b>Sell-Side M&amp;A Advisory</b></p> <p> ECHELON PARTNERS</p>	<p> a portfolio company of  <b>LIGHTYEAR</b> CAPITAL</p> <p>has completed the acquisition of</p> <p> <b>BAINCO</b>   International Investors</p> <p>ECHELON served as the exclusive financial advisor to Bainco</p> <p><b>Sell-Side M&amp;A Advisory</b></p> <p> ECHELON PARTNERS</p>	<p> <b>Mariner</b> WEALTH ADVISORS</p> <p>has completed the acquisition of</p> <p> <b>Pinnacle</b> CAPITAL</p> <p>ECHELON served as the exclusive financial advisor to Pinnacle</p> <p><b>Sell-Side M&amp;A Advisory</b></p> <p> ECHELON PARTNERS</p>	<p> a portfolio company of  <b>TAL ASSOCIATES</b></p> <p>has completed the acquisition of</p> <p> <b>OAKWOOD</b> CAPITAL MANAGEMENT</p> <p>ECHELON served as the exclusive financial advisor to Oakwood</p> <p><b>Sell-Side M&amp;A Advisory</b></p> <p> ECHELON PARTNERS</p>
<p> <b>MODERA</b> WEALTH MANAGEMENT</p> <p>has completed the acquisition of</p> <p><i>Independence</i> ADVISORS, LLC</p> <p>ECHELON provided the Management of Independence Advisors with:</p> <p><b>Sell-Side M&amp;A Advisory</b></p> <p> ECHELON PARTNERS</p>	<p> a portfolio company of  <b>PARTHENON</b> CAPITAL</p> <p>has completed the acquisition of</p> <p><b>GOSS</b> ADVISORS</p> <p>ECHELON served as the exclusive financial advisor to Goss and provided management with:</p> <p><b>Sell-Side M&amp;A Advisory</b></p> <p> ECHELON PARTNERS</p>	<p> <b>Rowling</b> &amp; associates</p> <p>ECHELON provided the Management of Rowling &amp; Associates with:</p> <p><b>Valuation Services and Succession Transaction</b></p> <p> ECHELON PARTNERS</p>	<p>has agreed to a merger with</p> <p> <b>Brown Planning</b> to form</p> <p> <b>Joss Brown</b> ADVISORS</p> <p>ECHELON provided the Management of the firms with:</p> <p><b>Merger and Financial Advisory Services</b></p> <p> ECHELON PARTNERS</p>	<p> <b>CERTY PARTNERS</b></p> <p>has completed the acquisition of</p> <p><b>SULLIVAN &amp; SERWITZ</b> Multi-Family Office</p> <p>ECHELON provided the Management of Sullivan &amp; Serwitz with:</p> <p><b>Valuation and Sell-Side Advisory Services</b></p> <p> ECHELON PARTNERS</p>	<p> <b>ASSETMARK</b></p> <p>has completed the acquisition of</p> <p> <b>OBS FINANCIAL</b> REGISTERED INVESTMENT ADVISOR</p> <p>ECHELON provided the Management of OBS Financial with:</p> <p><b>Valuation and Sell-Side Advisory Services</b></p> <p> ECHELON PARTNERS</p>
<p> <b>CONCENTRIC</b> WEALTH MANAGEMENT, LLC</p> <p>ECHELON provided the Management of Concentric Wealth Management, LLC with:</p> <p><b>Buy-Side Advisory Services</b></p> <p> ECHELON PARTNERS</p>	<p><b>BLUE OAK</b> CAPITAL, LLC</p> <p>ECHELON provided the Management of Blue Oak Capital, LLC with:</p> <p><b>Valuation and Financial Advisory Services</b></p> <p> ECHELON PARTNERS</p>	<p> <b>Fi</b> Comm</p> <p>has agreed to a merger with</p> <p><b>NEXUS</b></p> <p>ECHELON provided the Management of FiComm Partners and Nexus Strategy, LLC with:</p> <p><b>M&amp;A and Financial Advisory Services</b></p> <p> ECHELON PARTNERS</p>	<p> <b>HALITE</b> PARTNERS</p> <p>ECHELON provided the Management of Halite Partners with:</p> <p><b>M&amp;A and Financial Advisory Services</b></p> <p> ECHELON PARTNERS</p>	<p> <b>Lexington</b> CAPITAL</p> <p>has agreed to a transaction with</p> <p> <b>MISSION CREEK</b> CAPITAL</p> <p>ECHELON provided the Management of Lexington Capital Management Inc. with:</p> <p><b>M&amp;A and Financial Advisory Services</b></p> <p> ECHELON PARTNERS</p>	<p> <b>MASSEY QUICK</b> SIMON</p> <p>WEALTH MANAGEMENT INVESTMENT CONSULTING</p> <p>ECHELON provided the Management of Massey Quick Simon &amp; Co. with:</p> <p><b>Valuation and Financial Advisory Services</b></p> <p> ECHELON PARTNERS</p>
<p> <b>OAKWORTH</b> CAPITAL BANK</p> <p>ECHELON provided the Management of Oakworth Capital Bank with:</p> <p><b>M&amp;A Advisory Services</b></p> <p> ECHELON PARTNERS</p>	<p> Retirement Income Solutions</p> <p>ECHELON provided the Management of Retirement Income Solutions with:</p> <p><b>Valuation and Financial Advisory Services</b></p> <p> ECHELON PARTNERS</p>	<p><b>SIGNATUREFD</b></p> <p>ECHELON provided the Management of SignatureFD with:</p> <p><b>Valuation and M&amp;A Advisory Services</b></p> <p> ECHELON PARTNERS</p>	<p> <b>THE GENSLER GROUP</b> WEALTH MANAGEMENT SOLUTIONS</p> <p>ECHELON provided the Management of The Gensler Group with:</p> <p><b>Valuation and Financial Advisory Services</b></p> <p> ECHELON PARTNERS</p>	<p><b>WEALTHSTREAM</b> ADVISORS, INC.</p> <p>has completed the acquisition of</p> <p><b>Horizon Planning, Inc.</b></p> <p>ECHELON provided the Management of Wealthstream Advisors, Inc. with:</p> <p><b>Valuation and Buy-Side Advisory Services</b></p> <p> ECHELON PARTNERS</p>	<p> <b>Merit</b> FINANCIAL GROUP</p> <p>has completed the acquisition of</p> <p> <b>BOTSFORD</b> FINANCIAL GROUP</p> <p>ECHELON provided the Management of Merit Financial Group with:</p> <p><b>Valuation and Buy-Side Advisory Services</b></p> <p> ECHELON PARTNERS</p>
<p><b>CENTENNIAL SECURITIES</b> - Investments &amp; Advice -</p> <p>ECHELON provided the Management of Centennial Securities with:</p> <p><b>Valuation and Financial Advisory Services</b></p> <p> ECHELON PARTNERS</p>	<p> <b>BRIDGEWORTH</b> FINANCIAL</p> <p>ECHELON provided the Management of Bridgeworth, LLC with:</p> <p><b>Valuation and Financial Advisory Services</b></p> <p> ECHELON PARTNERS</p>	<p> <b>MASSEY QUICK</b> WEALTH MANAGEMENT • INVESTMENT CONSULTING</p> <p>has agreed to a merger with</p> <p><b>William E. Simon &amp; Sons</b></p> <p>ECHELON provided the Management of Massey Quick with:</p> <p><b>Merger and Financial Advisory Services</b></p> <p> ECHELON PARTNERS</p>	<p> Private Ocean</p> <p>has completed the acquisition of:</p> <p><b>lakeview</b> FINANCIAL</p> <p>ECHELON provided the Management of Private Ocean with:</p> <p><b>Buy-Side and Financial Advisory Services</b></p> <p> ECHELON PARTNERS</p>	<p><b>JUNXURE</b></p> <p>has been sold to</p> <p> <b>AdvisorEngine</b></p> <p>ECHELON provided the Management of Junxure with:</p> <p><b>Sell-Side and Financial Advisory Services</b></p> <p> ECHELON PARTNERS</p>	<p> <b>TRX</b></p> <p>has been sold to</p> <p> <b>MORNINGSTAR</b></p> <p>ECHELON provided the Management of Total Rebalance Expert with:</p> <p><b>Sell-Side and Financial Advisory Services</b></p> <p> ECHELON PARTNERS</p>

# Sample Transactions & Advisory Assignments Executed by the ECHELON Team

 <p>ECHELON provided the Management of Collins Investment Group with: <b>Sell-Side and Financial Advisory Services</b></p> 	 <p>ECHELON provided the Management of Roof Advisory Group, Inc. with: <b>Valuation and Financial Advisory Services</b></p> 	 <p>has completed the acquisition ECHELON provided the Management of The Glowacki Group with: <b>M&amp;A and Sell-Side Advisory Services</b></p> 	 <p>ECHELON provided the Management of Baldwin Brothers, Inc. with: <b>Valuation and Financial Advisory Services</b></p> 	 <p>ECHELON provided the Management of Live Oak Bank with: <b>Valuation and Buy-Side Advisory Services</b></p> 	 <p>ECHELON provided the Management of Chamberlain Group with: <b>Buy-Side, M&amp;A, and Financial Advisory Services</b></p> 
 <p>ECHELON provided the Management of Retirement Protection Group with: <b>Valuation and M&amp;A Advisory Services</b></p> 	 <p>has been sold to <b>UNION</b> ECHELON provided the Management of Old Dominion Capital Management with: <b>Valuation and M&amp;A Advisory Services</b></p> 	 <p>has been sold to <b>FOCUS</b> ECHELON provided the Management of Bordeaux Wealth Advisors with: <b>Sell-Side and Financial Advisory Services</b></p> 	 <p>ECHELON provided the Management of Lawing Financial with: <b>Valuation Advisory Services</b></p> 	 <p>ECHELON provided the Management of Private Ocean, LLC with: <b>Valuation and Financial Advisory Services</b></p> 	 <p>ECHELON provided the Management of Kinsight, LLC with: <b>Valuation, M&amp;A, and Financial Advisory Services</b></p> 
 <p>ECHELON provided the Management of Shuster Financial, LLC with: <b>Buy-Side, Valuation, and M&amp;A Advisory Services</b></p> 	 <p>ECHELON provided the Management of FCG Advisors LLC with: <b>M&amp;A and Financial Advisory Services</b></p> 	 <p>ECHELON provided the Management of Palo Capital with: <b>Valuation and Financial Advisory Services</b></p> 	 <p>ECHELON provided the Management of The Sterling Group with: <b>M&amp;A and Financial Advisory Services</b></p> 	 <p>ECHELON provided the Management of Filbrandt &amp; Company, Inc. with: <b>Valuation and Financial Advisory Services</b></p> 	 <p>has completed the acquisition of <b>Summit Counsel, LLC</b> ECHELON provided the Management of Symmetry Partners, LLC with: <b>Valuation and Financial Advisory Services</b></p> 
 <p>ECHELON provided the Management of Signature Estate &amp; Investment Advisors, LLC with: <b>M&amp;A and Sell-Side Advisory Services</b></p> 	 <p>ECHELON provided the Management of Vista Capital Partners, Inc. with: <b>Valuation and Financial Advisory Services</b></p> 	 <p>ECHELON provided the Management of Junxure with: <b>Valuation and Financial Advisory Services</b></p> 	 <p>ECHELON provided the Management of Trust Company of the South with: <b>Valuation Advisory Services</b></p> 	 <p>ECHELON provided the Management of Strategic Partners Investment Advisors, LLC with: <b>M&amp;A and Financial Advisory Services</b></p> 	 <p>ECHELON provided the Management of Phillips &amp; Company Securities, Inc. with: <b>Valuation and Buy-Side Advisory Services</b></p> 

## Research Methodology & Data Sources:

The ECHELON Partners RIA M&A Deal Report is an amalgamation of all mergers, majority equity sales/purchases, acquisitions, shareholder spin-offs, capital infusions, consolidations and restructurings (“deals”) of firms that are SEC Registered Investment Advisors (“RIA”). The report is meant to provide contextual analysis and commentary to financial advisors pertaining to the deals occurring within the wealth & investment management industries. The deals tracked and identified in the Deal Report include any transaction involving an RIA with over \$100 MM assets under management, which have also been reported by a recent data source (e.g., SEC IARD website, a press release, ECHELON Partners Deal Tracker, industry publications). This methodology aims to maintain consistency of data over time and ensure the utmost accuracy in the information represented herein. Additionally, the report includes financial advisors who terminate relationships with other financial service institutions in order to join RIAs. As with the other transactions reported in the Deal Report, the identified breakaway advisor transitions are transitioning over \$100 MM assets under management to a new financial services firm. The reason for this being that transitions of this magnitude are more often than not accompanied with compensation for the transition of assets. The contents of this report may not be comprehensive or up-to-date and ECHELON Partners will not be responsible for updating any information contained within this Deal Report.

**The ECHELON RIA M&A Deal Report: An Executive’s Guide to M&A in the Wealth Management, Breakaway, and Investment Management Industries.**



INVESTMENT BANKERS | MANAGEMENT CONSULTANTS | VALUATION EXPERTS

to the Wealth and Investment Management Industries

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