

Merit Financial Advisors Partners with TFG Wealth Management to Expand Presence in Eastern Pennsylvania

April 20, 2023

Merit Financial Advisors (“Merit”), a Georgia-based financial advisory firm that specializes in financial planning and wealth management solutions, announced today it has acquired TFG Wealth Management, LLC (“TFG”), adding new offices for the firm in Newtown and Chadds Ford, Pennsylvania. The merger increases Merit’s total assets by approximately \$141 million.

Founded by Mark Fried, TFG specializes in comprehensive wealth management and financial planning. Mark has more than 20 years of experience helping families and individuals accumulate and preserve wealth. Mark and his team help TFG’s clients understand complex financial topics and prepare for retirement. Mark will assume a new role at Merit as Wealth Manager, and he will be joined by his business partner, Lisa Odoski.

“Partnering with Merit provides us with access to world-class asset management strategies, compliance, bookkeeping, and back-office infrastructure,” said Mark. “This means we can dedicate more time to working with clients and helping even more people save for retirement.”

“TFG’s personalized client service and industry expertise make them a perfect fit for Merit,” said Tyler Vernon, Merit Financial Advisors Regional Director, and Partner. “We are excited to welcome them to our growing team while expanding our presence in Eastern Pennsylvania.”

This is Merit’s sixteenth acquisition since taking a minority investment in December 2020 from Wealth Partners Capital Group (“WPCG”) and a group of strategic investors led by HGGC’s Aspire Holdings platform.

The merger was finalized on March 31, 2023. Financial and legal terms of the deals were not disclosed.

About Merit Financial Advisors

Merit Financial Group, LLC, doing business as Merit Financial Advisors (“Merit”), is a national wealth management firm that supports both the independent broker-dealer and RIA models. Based in Atlanta, Georgia, Merit has 38 offices throughout the U.S. and

managed \$8 billion in assets as of January 31, 2023 (\$5.7 billion in advisory, \$2 billion in brokerage assets and with \$222 million in assets under advisement).

For more information, please visit www.meritfinancialadvisors.com.

Securities offered through LPL Financial, member [FINRA/SIPC](#). Investment advice offered through Merit Financial Group, LLC, an SEC-registered investment adviser. Merit Financial Group, LLC, Merit, Merit Financial Advisors are separate entities from LPL Financial.

About Wealth Partners Capital Group

Wealth Partners Capital Group (“WPCG”) is a financial services holding company, which invests in and partners with select leading wealth management firms. WPCG assists its partner firms by identifying and integrating like-minded registered investment advisors and financial advisors who are seeking access to expanded business capabilities, strategic growth and customized transition solutions. For more information, please visit www.wealthpcg.com.

About HGGC

HGGC is a leading middle-market investment firm based in Palo Alto, Calif. with over \$6.9 billion in cumulative capital commitments. HGGC is focused on partnerships with management teams, founders and sponsors who reinvest alongside HGGC, creating a strong alignment of interests. HGGC makes investments in RIAs via its Aspire Holdings platform, which is targeting \$300 million of total investment in the space. More information is available at hggc.com.