

Merit Financial Advisors Partners with INVEX Financial, LLC, Expanding Presence in Pacific Northwest

April 18, 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 INVEX Financial, LLC (“INVEX”), expanding the firm’s presence in the Pacific Northwest and adding team members to Merit’s Issaquah, Washington office. The merger increases Merit’s total assets by approximately \$127 million.

Founded by Susan H. Bentley, CIMA®, INVEX specializes in helping clients with financial planning, investments, estate planning, tax investment strategies, and more. Susan will assume a new role at Merit as Wealth Manager, Regional Portfolio Manager, Partner and she will be joined by her team, Christopher S. Loutsis III and Shawna Bain.

“When we were evaluating acquisition partners, Merit really stood out for its team-based, collaborative approach,” said Susan. “I’m thrilled to have selected a firm that can provide us with increased efficiency and the ability to better serve our clients moving forward. Our clients are everything to us, and we’re looking forward to being able to provide them with expanded tools and offerings to improve their experience.”

“Susan and I have known each other for close to 10 years, and I have the utmost respect for her as an advisor and a businesswoman,” said Tait Lane, Merit’s Regional Director and Partner. “Our philosophies on client service, investment management, and financial planning align perfectly. I couldn’t be more excited about the future of Merit with Susan, Christopher, and Shawna as a part of our organization.”

This is Merit’s seventeenth 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 with INVEX Financial was finalized on April 14, 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 \$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.