



Merit Financial Advisors Partners with WealthPlan, LLC to Expand Presence in Wisconsin

May 4, 2023

Merit Financial Advisors (“Merit”), a Georgia-based financial advisory firm that specializes in financial planning and wealth management solutions for high-net-worth individuals and families and those navigating life transitions, today announced it has acquired WealthPlan, LLC. The firm, which is based in De Pere, Wisconsin, will expand Merit’s existing presence in the region and increase acquired assets by \$145 million.

Founded by CEO Michael F. Ajango, CFP® in 1991, WealthPlan specializes in providing comprehensive financial planning for its clients. Michael will assume a new role as Wealth Manager and Partner at Merit, and he will be joined by his team. The team, which consists of a wealth advisor and client support staff, has more than 75 years of collective experience.

“I’m thrilled about partnering with Merit, mostly because I know that my clients and team will benefit immensely from being part of a larger organization,” said Michael. “Merit’s expansive resources, expertise, and technology will enable us to improve our client’s experience while providing us with the ability to help even more people with their financial planning needs.”

This is Merit’s eighteenth 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. In April 2023, Merit acquired INVEX Financial, which added \$127 million in total assets.

“We are pleased to welcome Michael and his team to Merit,” said Joshua and Zachary Mersberger, Regional Directors at Merit Financial Advisors. “We’re eager to help them unlock the synergies and economies of scale that comes with a growing firm. Our partnership will also enable Merit to expand in a new geographical region of Wisconsin, which continues to be an important driver of growth.”

The merger was finalized on May 1, 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 40 offices throughout the U.S. and managed \$8.1 billion in assets as of March 31, 2023 (\$5.7 billion in advisory, \$2.3 billion in brokerage assets and with \$63 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.

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