



Merit Financial Advisors Partners with Financial Analysts to Expand Presence in North Carolina

June 20, 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, announced today it has acquired Financial Analysts. The firm, based in Raleigh, North Carolina, will expand Merit’s existing presence in the region and increase assets by \$100 million.

Financial Analysts specializes in financial planning, investment advice, and professional money management for individuals, families, business owners, and corporations. Collectively, the team has more than 100 years of experience servicing individual and institutional investors. Lee Clark, Senior Financial Advisor, and Kern Campbell, Senior Wealth Strategist, will assume new roles at Merit as Wealth Managers and will be joined by Corrie Blair, who is responsible for operations and client support.

“Our biggest commitment has always been to our clients. By partnering with Merit, we will be able to enhance and expand our service offerings, allowing us to better serve our clients,” said Lee. “Merit’s back-office will support many administrative functions and provide us with the opportunity to expand our services in the local community.”

This is Merit’s twentieth acquisition announcement 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. Last month, Merit acquired Planned Futures, LLC, which added approximately \$460 million in assets and a new office in Williamsport, Pennsylvania.

“The experienced team at Financial Analysts is a pillar within the Raleigh community, and we are pleased to welcome them to the Merit family,” said Kelly Straub, Regional Director and Partner at Merit Financial Advisors. “Their team embodies Merit’s collaborative spirit, and I look forward to working with Lee and Kern to broaden our presence in the region.”

The merger was finalized on June 16, 2023. Financial and legal terms of the deal 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 (\$5.8 billion in advisory, \$2.3 billion in brokerage assets and \$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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