



Merit Financial Advisors Partners with Bill Spalding Wealth Management

April 15, 2025

ATLANTA — April 15, 2025 — [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 Bill Spalding Wealth Management (“Spalding Wealth”). This acquisition will add \$119 million in assets.

Spalding Wealth specializes in investment management with a specific focus on independent unbiased advice for his investors. By partnering with Merit, Spalding Wealth will enhance its back-office solutions and add financial planning and advice on life events. All of this will open additional options for client service.

“Since its inception every decision has been made with our clients in mind. Ethics, honesty and unbiased advice have been the core concept of our practice. This step will position Bill Spalding Wealth Management to ensure my clients are financially supported through every stage of life,” said Bill.

This is Merit’s thirty-fifth 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. Last month, Merit completed its second-largest acquisition to date by partnering with Sanctuary Wealth Management and Fiduciary Services. This partnership expanded Merit’s assets by \$1.6 billion and opened its first office in Idaho.

“We are thrilled to welcome Bill Spalding to our Atlanta Team and look forward to leveraging Merit’s resources to best serve the great clients of Spalding Wealth,” said John Cote, Chief Growth Officer at Merit.

The merger was finalized on April 11, 2025. 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. Merit exists to enrich the lives of those they serve, and its mission is to revolutionize the client experience by building the RIA of the future. Based in Atlanta, Georgia, Merit has over 40 offices throughout the U.S. and managed \$12.27 billion in assets



as of December 31, 2024 (\$9.9 billion in advisory, \$2.05 billion in brokerage assets, and \$332 million in assets under advisement). For more information, please visit www.meritfinancialadvisors.com. Investment advice offered through Merit Financial Group, LLC, an SEC registered investment adviser.

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 wealth advisers who seek access to expanded business capabilities, strategic growth and/or customized transition solutions. For more information, please visit www.wealthpcg.com.

About HGGC

HGGC is a values-driven, partnership-focused private investment firm. The firm's ecosystem of investors, operators, and professionals are united by the shared mission to develop leading enterprises and build long-term value together. HGGC invests in technology, business services, financial services and consumer enterprises generally valued between \$200M – \$1.5B+. The firm is based in Palo Alto, CA and manages over \$8 billion in cumulative capital commitments. Since its inception in 2007, HGGC has completed more than 700 platform investments, add-on acquisitions, recapitalizations, and liquidity events with an aggregate transaction value of over \$80 billion. HGGC makes investments in RIAs via its Aspire Holdings platform, which is targeting \$300 million of total investment in the space. More information, including a complete list of current and former investments, please visit www.hggc.com.

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