For Immediate Release

Hefty Wealth Partners and Oak Point Wealth Management Merge

Auburn, IN and Portage, MI, March 10, 2018 – DeVoe & Company, a leading investment bank serving the RIA industry, is pleased to have served as financial advisor to Hefty Wealth Partners and Oak Point Wealth Management in their merger to form CX Institutional. CX Institutional will serve clients with over $400 million in assets, and will maintain its offices in Auburn, IN and Portage, MI. CX Institutional will serve individual investors through its Credent Wealth Management brand.

“Our firms are taking our first major step together towards building the scale we believe is critical to continue to serve clients excellently and to compete in the league with mega-RIAs,” said David Hefty, Chief Executive Officer of the newly-formed CX Institutional. “We are a great partner option for advisors who value an ensemble model leveraging best practices across the firm.”

“After collaborating on our back-office and investments platform, it became clear that we could take our relationship to the next level,” said John Knowlton, founder of Oak Point Wealth Management. “We fit well together as a leadership team and are excited about what we’ve envisioned for the future.”

The two formerly independent organizations are moving quickly to unify client service protocols, leverage investment management processes, and coordinate business development initiatives. David Hefty and John Knowlton, now supported by a larger, combined team to handle the day-to-day business, will now focus more time and energy on further mergers & acquisition opportunities.

“A shared vision for growth via M&A, complementary leadership, common investment platform, and similar client service standards were synergies that became evident as we started working with the Founders,” said David DeVoe, Managing Partner at DeVoe & Company. “Their fit is excellent on a number of levels, and they are committed to preserving their culture as they grow and bring on other firms.”

DeVoe & Company’s senior deal team included Vic Esclamado and David DeVoe.

About DeVoe & Company

DeVoe & Company is a leading strategic advisor to RIAs, offering investment banking, management consulting and valuation services. DeVoe & Company’s team of experts includes two McKinsey-trained consultants and three former heads of $1B to $6B RIAs. With over 400 engagements executed during the last several years, the company provides the most comprehensive suite of services for wealth management companies.

About Credent Wealth Management

Credent Wealth Management offers comprehensive financial services to individual investors. Credent differentiates itself through its team of exemplary professionals who are passionate about the work they do delivering an exemplary client experience, and who carry over 150 years of combined financial experience. Credent Wealth Management is a partner of CX Institutional.

About CX Institutional

CX Institutional is a leading investment management firm and a registered investment advisory firm. The CX Institutional Partnership complements Credent Wealth Management's core beliefs, with a focus on the "Customer eXperience" that is designed to match service level to customer expectations. The CX Institutional Investment Management Approach includes a multiple strategy platform that operates on three main pillars aimed at objectivity, strategy diversification, and on-going education. By employing a non-emotional and quantitative process, the CX Institutional platform provides a global approach to asset selection and remains sensitive to the total cost of investing.

For additional information, please visit www.devoeandcompany.com.

Media Contact

David DeVoe
415-813-5066 ext. 1
david.devoe@devoe-co.com