



For Immediate Release

DeVoe & Company Advises Adam Financial Associates in Sale to Mercer Advisors

San Francisco, December 3, 2019 – DeVoe & Company, a leading consulting firm and investment bank to the RIA industry, represented Adam Financial Associates, Inc. (“AFA”) in its sale to join Mercer Advisors (\$17B). Based in Boca Raton, Florida, AFA manages \$190 million in assets for high net worth clients. Mari Adam, Founder and President of AFA, and her four-member team will join Mercer.

“I’m proud of the business and team I’ve built since starting the company in 1995. While embarking on my succession planning process, I determined that I needed to find the *right* partner—a firm that shares my values and commitment to putting clients first.” said Adam. “By joining forces with Mercer, I’m gaining a future successor, and the team and our clients will benefit from scale we could not achieve on our own.”

Dave Welling, Chief Executive Officer of Mercer Advisors, said, “We are honored to have Mari and the AFA team join the Mercer family. They are known for delivering comprehensive financial planning to their high net worth clientele, which fits neatly into Mercer’s family office service model. We also gain presence in Florida, where we seek to expand.”

“This transaction is a textbook example of how an RIA can solve for succession, create better career paths for employees, and optimize client support through a merger into a leading firm,” said David DeVoe, Managing Director, DeVoe & Company. “In particular, Adam Financial’s clients will continue to receive the excellent client service that Mari and her team have always delivered, while benefiting from the broader capabilities and services of a \$17B AUM wealth management enterprise.”

DeVoe & Company’s Managing Directors, Francine Miltenberger and David DeVoe, advised AFA on the transaction.

About DeVoe & Company

DeVoe & Company is a goal-based consulting firm and investment bank focused exclusively on the wealth management industry. The company’s consulting, M&A and valuation services are designed to help RIAs accelerate the achievement of their business goals. For additional information, please visit www.devoeandcompany.com.

Media Contacts:

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

Stacy Orff
415-813-5066 ext. 8
stacy.orff@devoe-co.com