



**For immediate release**

## **DeVoe & Company Represented Hearthstone Private Wealth Management as it folds into Aspiriant**

San Francisco, December 1, 2021– DeVoe & Company, a leading investment bank and consulting company serving the RIA industry, is honored to have represented Hearthstone Private Wealth Management (\$350MM) as it folds into Aspiriant (\$15B).

Hearthstone has a 10-plus year track record of serving high-net-worth individuals and families, as well as the Professional Fiduciary market, primarily in the San Diego area, where it is based. “We were seeking a partner who would support our expansion into the Los Angeles and San Francisco Bay Area markets,” said Paul Hynes, President, CEO and Founder, Hearthstone.

Hearthstone was also interested in a partner where its G2 (next generation advisors) would be able to flourish. Aspiriant was interested in the strength of Hearthstone’s client niche strategy as well as the highly capable team. “We saw in Hearthstone a very similar culture and fiduciary commitment. We are excited to welcome the team and help them extend their reach in serving clients,” said Rob Francais, CEO, Aspiriant

“Aspiriant plus Hearthstone is a powerful combination,” said David DeVoe, Founder and CEO, DeVoe & Company. “Hearthstone gains a partner with resources and a commitment to expanding their niche market across a greater geographic footprint. Aspiriant gains a highly dedicated team with a strong commitment to serving clients in a like-minded fashion.”

This is DeVoe & Company’s thirteenth transaction in 2021.

### **About DeVoe & Company**

DeVoe & Company is a goal-based investment bank and consulting firm focused exclusively on guiding wealth management and investment management companies to a higher level of success. The firm provides M&A, consulting and valuation services to help RIAs accelerate the achievement of their business goals. For more information, visit [www.devoeandcompany.com](http://www.devoeandcompany.com).

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