



For immediate release

DeVoe & Company Advised Sage Financial Advisors in Sale to Wealthspire Advisors

San Francisco, November 29, 2022– DeVoe & Company, a leading strategy and M&A consulting company serving the RIA industry, is honored to have supported Sage Financial Advisors in its decision to join Wealthspire Advisors.

Following the acquisition of Sage, Wealthspire, an NFP company and independent investment adviser, will oversee approximately \$17 billion in assets⁺ across 20 offices throughout the country.

Founded in 1996, Sage manages approximately \$194 million in assets^{*} and maintains an office in Reno, Nevada. Sage helps clients reach their goals through the creation of custom-designed financial solutions and collaboration with other trusted professionals.

“This transition enables us to be part of a much deeper team with national scope, enhanced resources, and ever-evolving capabilities—all while remaining true to our purpose of serving our clients,” said Brian Loy, President, Sage. “It also supports our long-term succession plan and growth for our team.”

“Brian and the Sage team have built a strong planning-first business that prioritizes the client experience and aligns with our fiduciary model,” said Wealthspire CEO Mike LaMena.

“As M&A advisors, we seek to find partnerships that create strong synergies,” said David DeVoe, Founder and CEO, DeVoe & Company. “From this powerful transaction, Sage gains enhanced capabilities for their clients along with other resources, such as technology and marketing. Wealthspire gains a like-minded team and another foothold, as it expands in the West.”

This is DeVoe & Company’s fourteenth transaction in 2022.

^{*}Based on 9/30/2022 asset values

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.

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