



For Immediate Release

DeVoe & Company Represented JOYN Advisors in Acquisition by Wealth Enhancement Group

San Francisco, February 21, 2020 – DeVoe & Company, a leading consulting firm and investment bank serving the RIA industry, served as financial advisor to JOYN Advisors (\$1.3B) in its acquisition by Wealth Enhancement Group, an independent wealth management firm that oversees \$17 billion in assets.

The combination provides important benefits to both firms. Wealth Enhancement Group, which has been expanding strategically into new markets, gains its first foothold in the Atlanta area. JOYN brings to Wealth Enhancement Group a deep investment and financial planning bench and a specialty in Behavioral Wealth Management™, an approach that leverages the psychology of human behavior to help clients make financial and life decisions. JOYN will benefit from the greater resources, infrastructure, and technology of the larger organization.

"We are excited to join forces with Wealth Enhancement Group, a growing organization with expansive resources that can augment our current client service capabilities," said David Geller, CEO and Co-Founder of JOYN. "Their infrastructure, technology and growth platforms will enable us to take our services to new heights."

Jeff Dekko, Chief Executive Officer of Wealth Enhancement Group, said, "JOYN's depth and innovative wealth management solutions are paramount to delivering significant and differentiated value to the clients they support. We are thrilled to work with the JOYN team and accomplish even more for our collective clients together."

"The combination of JOYN and Wealth Enhancement Group is an exciting one. Wealth Enhancement Group gains an innovative company and flagpole in the attractive Atlanta market, while JOYN benefits from the power of a scaled RIA enterprise," said David DeVoe, Managing Director, DeVoe & Company. "Most importantly, the like-minded focus on optimizing client service will benefit current and future clients."

The transaction is expected to close by April 1, 2020.

About DeVoe & Company

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

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