



**For Immediate Release**

## **DeVoe Supports New Mountain Capital in Homrich Berg (\$10B) Minority Investment**

San Francisco, July 30, 2021– DeVoe & Company, a leading consulting firm and investment bank serving the RIA industry, is honored to have supported New Mountain Capital in its minority investment in Homrich Berg, an Atlanta-based registered investment advisor (“RIA”) with more than \$10 billion in assets under management.

Homrich Berg, which has made acquisitions in the past without outside capital, is positioned for faster inorganic growth and a strong succession plan with the backing of New Mountain.

“We see an incredible opportunity for Homrich Berg to continue its strong growth and build on its leading presence in the Southeast,” said Bob Mulcare, Managing Director at New Mountain. “The firm’s commitment to clients is what attracted us to this investment partnership, and we are energized to support the firm’s long-term strategic expansion.”

“We have worked hard to ensure the long-term independence of Homrich Berg and we look forward to collaborating with New Mountain in support of our strategic objectives,” said Andy Berg, Co-Founder and CEO at Homrich Berg.

“New Mountain is gaining momentum as an investor in wealth management businesses. Homrich Berg is a leading RIA in the Southeast and gives New Mountain an additional attractive avenue for growth,” said David DeVoe, Founder and CEO, DeVoe & Company.

This is the ninth transaction that DeVoe & Company has supported in 2021.

### **About DeVoe & Company**

DeVoe & Company is an investment bank and goal-based 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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