



November 09, 2015 09:00 ET

Park Sutton Advisors and Advice Dynamics Partners Implement Strategic Alliance; M&A, Investment Banking and Strategic Advice Available Across US

SAN FRANCISCO, CA and NEW YORK, NY--(Marketwired - November 09, 2015) - Park Sutton Advisors ("PSA") and Advice Dynamics Partners ("ADP") respectively, have agreed to implement a strategic alliance to better serve current and future clients across the continental United States. With numerous synergies between the two firms in terms of a customized, high-touch approach to clients and now with comprehensive coast-to-coast coverage, the collective PSA and ADP professional team can better serve the entire domestic market of asset and wealth managers as they contemplate their array of strategic alternatives.

Both firms, founded in 2008, specialize in working with registered investment advisors that have between \$500 million and \$10 billion of AUM, of which there are approximately 4,000 in the US. PSA principals **Steven Levitt** and **Jaime Carvallo** and ADP CEO **David Selig** will work together on select M&A transactions, and valuation and consulting projects, enhancing their skills sets even further. PSA and ADP bring industry-leading investment banking and M&A advisory methods to their respective client bases. By sharing their collective experience and industry know-how, current and future clients will instantly benefit and be in an even stronger position to achieve optimal outcomes.

"After having the opportunity to work together on certain deals, it became abundantly clear that ADP and PSA share a common view of how clients must be served and that our methods and approaches complement each other really well," said Selig. "Placing the highest emphasis on confidentiality, a second-to-none process for execution, a focus on both the financial and cultural aspects of every deal - this alliance will greatly benefit our existing and future clients."

"There is a great deal of 'noise' in our industry with regard to valuations, deal structure, and succession planning," said Levitt. "In addition to offering a unified cross-country front to help our clients, we will combine our voices and seek to educate firms with truthful analysis about the opportunities and challenges that they will encounter as their strategic aspirations develop."

PSA provides M&A advisory and multiple investment banking services to small- and mid-sized wealth managers, asset managers, broker-dealers, and fund administrators. ADP provides M&A advisory, succession planning and valuation services to wealth managers. PSA's Steven

Levitt and ADP's David Selig are featured speakers at industry events.

Both firms have strong relationships and credibility with the nation's top asset custodians, and have successfully overseen the completion of more than 60 deals and over 130 completed assignments in aggregate across a variety of wealth managers, asset managers, broker-dealers, and fund administrators.

Levitt concludes: "The financial industry is evolving at a remarkable pace, and we look forward to helping our clients maximize their strategic initiatives as we head into 2016 and beyond -- working alongside David and his team ensures that we are more strongly positioned than ever to do so."

To speak with David Selig or Steven Levitt regarding their alliance or to interview them as expert sources on the topics of M&A, investment banking, succession planning or valuations to name a few, please contact: pr@ficommpartners.com

About Advice Dynamics Partners

Advice Dynamics Partners is a full-service mergers & acquisitions consultancy serving middle market financial advisory firms seeking to sell, to merge, or to grow through acquisition. Our clients benefit from our collective experience and strength in strategic consulting, private equity, succession planning, and in managing complex transactions. On the Web at: www.advisedynamicspartners.com

About Park Sutton Advisors

Park Sutton Advisors is a leading investment banking boutique that specializes in the financial services industry. Advisory services encompass mergers and acquisitions, divestitures, strategic alliances, joint ventures, valuations, fairness opinions, succession planning, expert witness testimony, and other strategic consulting projects. On the Web at: www.ParkSuttonAdvisors.com

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