Acquisition Case Study

Advisor Triples AUM in 5 Years With In-House Support

Office Snapshot

Managing Director: Patricia Kummer, CFP®

Former Practice: Kummer Financial Strategies

Current Location: Highlands Ranch, Colorado

Founded: 1986

Number of Associates: 11 advisors +10 support staff

AUA: $906.7 million[1]

Acquired by Mariner Wealth Advisors: 2018

Advisor Gains Resources to Take Her Practice to New Heights

After 36 years spent building a financial planning practice literally from the bottom up—she started in her basement—Patricia Kummer felt she had hit a plateau and lacked the resources to grow her business. She searched for a strategic growth partner to help her expand and serve more clients while attracting the talent needed to do so. After speaking with several firms, she joined Mariner Wealth Advisors. Since then, the sky's been the limit.

Challenges Faced Prior to Joining Mariner Wealth Advisors

- Insufficient time to work "on" the business rather than "in" the business, hampering firm growth
- Lack of tax and estate planning expertise to serve clients with more complex needs
- No definitive career path for firm associates
- Lack of a "brand name" and robust benefits package needed to attract top talent

"I was wearing too many hats—office manager, payroll administrator, chief compliance officer," Kummer said. ***"Now, I have time to focus on the growth side of the business while mentoring my team and taking care of our legacy clients."***

Why Mariner Wealth Advisors

- Support from back-office teams, including operations, compliance and IT
- Access to in-house advisory solutions teams, including tax and estate planning specialists
- Opportunities for growth at a business and professional level

More Time With Clients

Since becoming part of Mariner Wealth Advisors, Kummer and her team have the freedom to focus on their clients and business growth. Her practice is built on cultivating long-term relationships with clients, discovering what's important to them, educating them and focusing on the "whole" individual.

Kummer has found that support from Mariner Wealth Advisors' advisory solutions and back-office teams frees up her day so she can make her clients a top priority. She and her team spend their time taking care of their most important connections while leaving the logistical details to the firm's in-house specialists.

"From the beginning, my goal has been to educate my clients," Kummer said. ***"That's how I built my business—and that takes time."***

Professional Growth Opportunities

For Kummer, having access to the resources she needs to grow her business and best serve her clients is important. Equally important is the responsibility she feels to take care of her team, mentoring them and providing them with ongoing opportunities to advance in their careers.

As the former firm owner, Kummer appreciates the professional growth opportunities that come with being part of Mariner Wealth Advisors, a national firm with offices across the country and a steady growth strategy.

"Having a brand like Mariner Wealth Advisors as a home base, as well as a growth-oriented business plan that offers a career path, has made all the difference in bringing top-tier talent onboard," Kummer said.

Ready to Learn More?

If you're looking for an opportunity to build your practice strategically, we offer support to power your growth. In Kummer's case, that support has resulted in increased productivity, the ability to attract new associates while taking on clients with in-depth planning needs and more time to mentor her team on her personalized approach.

At Mariner Wealth Advisors, our client-first mission is at the center of everything we do. If that's your priority, too, consider joining us.

For more information on our personalized approach to wealth management and opportunities to join our firm, visit: joinmwa.com.

For more information visit: joinmwa.com.

[1]As of 2/21/23. Assets and AUA totals include a combination of assets under management, and assets under advisement is not meant to represent regulatory assets under management. Please see Form ADV filings for specific information on regulatory assets under management.

The advisor's personal comments and results may not be representative of the experience of other advisors and there is no guarantee of future performance or success. The comments are not to be construed as an endorsement or testimonial of any past or current clients nor do they represent the experiences of any clients.

Mariner Wealth Advisors ("MWA") is an SEC registered investment adviser with its principal place of business in the State of Kansas. Registration of an investment adviser does not imply a certain level of skill or training. MWA is in compliance with the current notice filing requirements imposed upon registered investment advisers by those states in which MWA maintains clients. MWA may only transact business in those states in which it is notice filed or qualifies for an exemption or exclusion from notice filing requirements. Any subsequent, direct communication by MWA with a prospective client shall be conducted by a representative that is either registered or qualifies for an exemption or exclusion from registration in the state where the prospective client resides. For additional information about MWA, including fees and services, please contact MWA or refer to the Investment Adviser Public Disclosure website (www.adviserinfo.sec.gov). Please read the disclosure statement carefully before you invest or send money.