# North Carolina – Based Ultra-High-Net-Worth Firm Eton Advisors Joins Focus

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New York, NY – September 12, 2017 – Focus Financial Partners (‘Focus’), a leading international partnership of independent, fiduciary wealth management firms, today announced that Eton Advisors (‘Eton’), a registered investment advisory firm based in Chapel Hill, North Carolina, joined the partnership on September 1, 2017. A leading provider of sophisticated wealth management services for ultra-high-net-worth families, Eton is the first Focus partner firm based in North Carolina, further expanding the Focus partnership in the South.

Co-founders Robert Mallernee, Jack Parham and Teresa Eriksson worked together at US Trust and UBS, serving as senior executives in the respective MFO groups. In July 2009 they decided to form their own independent RIA. The team has developed a highly integrated solution for its clients, employing wealth structuring, investment consulting and family office services to meet their unique needs. Eton’s customized goals-based approach has won the team multi-generational relationships with ultra-high-net-worth clients in over 20 states, Puerto Rico and Canada. In connection with joining Focus, the firm’s next-generation leaders Brad Dalton, John Wallace, Dexter Blackwell and Kendra Fortier joined the co-founders to form the new management team.

“Since we first met Focus in 2011, we have dedicated a lot of time and effort to evaluating the needs of our multi-generational clients and assessing our needs as a business to determine what kind of partner could best support Eton’s longevity and continued growth” said Teresa Eriksson, President and Co-Founder of Eton. “Focus’ emphasis on entrepreneurial autonomy particularly resonated with us. When paired with access to capital and best practices from other high caliber firms, Focus quickly emerged as our ideal partner.”

“We are delighted to welcome Eton Advisors to the Focus partnership,” said Rudy Adolf, Founder and CEO of Focus. “This deal not only extends Focus’ footprint to North Carolina, but it also boosts the partnership’s foothold in the UHNW space. Recognized for their strategic investment philosophy and commitment to client service, Eton’s customized wealth solutions and family office services make them a great fit to Focus.”

Colchester Partners advised Eton in the deal process.

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**About Focus Financial Partners**

Focus Financial Partners is a leading partnership of independent, fiduciary wealth management firms. Focus provides superior access to best practices, resources, and continuity planning for its partner firms who serve individuals, families, employers and institutions with wealth management, benefits consulting and investment consulting services. Focus partner firms maintain their operational independence, while they benefit from the synergies, scale, economics and best practices of a market leader to achieve their business objectives. For more information about Focus Financial Partners, please visit www.focusfinancialpartners.com

**About Eton Advisors**

Eton Advisors is a leading independent wealth management boutique serving affluent families across North America. Eton utilizes a goals-based framework to provide a full suite of integrated advice designed to fulfill the family’s needs, priorities, and aspirations in a multi-generational context. Eton is dedicated to provide excellent service and objective advice across broad range of disciplines and in a transparent matter. For more information about Eton, please visit www.etonadvisors.com

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