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Krause has been renamed Bronfman E.L. Rothschild, the company said Monday.

Jun. 03, 2014

The former investment advisory unit of the accounting firm Baker Tilly Virchow Krause has been renamed Bronfman E.L. Rothschild, the company said Monday.

The Baker Tilly Investment Advisors leadership team of Bruce Laning, Kelly Baumbach and Brian Powers partnered with investor Matthew Bronfman and the private investment holding company E.L. Rothschild last year to purchase the accounting firm's advisory division, which was looking to expand. Bronfman E.L. Rothschild, based in Madison, has almost \$2 billion in assets under management.

"We are proud to launch our new name and brand," Laning, president of Bronfman E.L. Rothschild, said in a statement. "It reflects the long-term commitment of our partners, who bring with them a foundation of multi-generational success and strength. Clients can expect the same firm, quality service, team, and support they have come to know."

Bronfman E.L. Rothschild provides wealth management and consulting services for families, individuals, institutions and qualified retirement plans. It has offices in Madison, Milwaukee, Appleton, Janesville and Minneapolis.

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