

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

financial professionals, representing \$82.3 billion in assets under administration and \$42.0 billion in assets under management.

Isaac M. O'Bannon • Nov. 28, 2023

# Avantax

## Wealth Management<sup>SM</sup>

**Cetera Holdings**, the holding company of Cetera Financial Group, has completed the acquisition of Avantax, which will operate as a unique community within the Cetera family, with 3,111 financial professionals, representing \$82.3 billion in assets under administration and \$42.0 billion in assets under management.

Cetera retained Avantax's legal entities, brand, core technology, product offerings and existing clearing and custody relationships. The addition of Avantax Planning Partners, an employee-based RIA with over \$7.8 billion in assets under management as of September 30, 2023, strengthens Cetera's established succession solution and delivers a powerful combined offering for Cetera's advisor communities.

“This transaction represents the beginning of a promising new chapter together for

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

...), as well as providing our clients with a more seamless experience, enhancing our capabilities to deliver the latest tools and resources to affiliated advisors.”

Durbin continued, “We will continue to prioritize a thoughtful and collaborative approach to integration efforts to ensure a smooth onboarding process for Avantax. We are confident Avantax financial professionals, affiliates and staff will thrive at Cetera, and we look forward to serving clients together for years to come.”

“I'd like to share my sincere gratitude to our Board of Directors, our leadership team and the entire Avantax Community for making Avantax the strong company it is today. We believe the partnership with Cetera will expand Avantax's unique tax-intelligent offering and position our financial professionals and affiliates for continued growth and success,” said Chris Walters, Chief Executive Officer of Avantax.

Accounting

CPA Practice Advisor is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors.

© 2024 Firmworks, LLC. All rights reserved