

# Georgia-Based Asset Advisors Joins Focus Financial Partners

## FOCUS CONTINUES TO EXPAND PRESENCE IN THE SOUTHEAST

New York, NY – July 9, 2018 – Focus Financial Partners ('Focus'), a leading partnership of independent, fiduciary wealth management firms, today announced Asset Advisors Investment Management ('Asset Advisors,' previously Asset Advisors Corporation), an independent wealth management firm based in Augusta, Georgia, has joined the partnership. The deal further solidifies Focus' presence in the Southeast and continues the trend of new Focus partner firms catering to high-net-worth clients.

George Rush co-founded Asset Advisors' in 1987 after working in the Funds Management and Capital Markets Group at NCNB Corporation. His co-founder, Norman Wilson, who has since passed, also came from the corporate world, having previously worked at Morris Communications Corporation. Together, the two formed Asset Advisors to help preserve wealth accumulated over the course of their clients' professional careers. Robert W. Rice, Jr. (Will), Vice President of Asset Advisors, previously served as a Trust Officer at SunTrust Bank, and has been instrumental in the growth of Asset Advisors for 17 years. As the firm expanded it evolved to serve more high-net-worth individuals with complex wealth management needs. Today, Asset Advisors is known for its conservative investment management services and customized wealth planning for intergenerational families.

"Asset Advisors has accomplished all that it has to date because the team always strives for excellence in client service and wealth management capabilities. We are constantly looking for new ways to elevate the firm," said Will Rice, Vice President of Asset Advisors. "Joining Focus will give us access to best practices from a network of like-minded, high-caliber firms. In addition, Focus' capital will allow us to explore opportunities to further develop team members to serve families for generations to come."

"We have known Asset Advisors and their reputation for superb client service since 2013. We are impressed by the firm's entrepreneurial spirit and growth, as well as the way its leaders aspire to continually elevate its client service capabilities.," said Rudy Adolf, founder and CEO of Focus. "This is exactly the kind of firm high-net-worth families are looking for. We

are delighted to have Asset Advisors as we continue to expand Focus' presence in the Southeast and in the top-tier wealth management space."

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### **About Focus Financial Partners**

Focus Financial Partners is a leading partnership of independent, fiduciary wealth management firms. Focus provides access to best practices, resources, and continuity planning for its partner firms who serve individuals, families, employers and institutions with comprehensive wealth management services. Focus partner firms maintain their operational independence, while they benefit from the synergies, scale, economics and best practices offered by Focus to achieve their business objectives. For more information about Focus Financial Partners, please visit [www.focusfinancialpartners.com](http://www.focusfinancialpartners.com)

### **About Asset Advisors Investment Management**

Asset Advisors Investment Management (previously Asset Advisors Corporation) is an investment management firm based in Augusta, Georgia. Asset Advisors serves high-net-worth individuals and multi-generational families through customized investment advisory services, focused on a long-term approach. Asset Advisors prides itself in providing exceptional customer service and maintaining its core values, which it has done since 1987. For more information, visit [www.assetadvisors.com](http://www.assetadvisors.com) or call 706.650.9900.

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