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Riverwater Partners Acquires Falcons Rock Investment Counsel

Combined firm is largest responsible-investment advisor in Wisconsin, offering institutional money management and financial advisory services

Milwaukee. September 3, 2019 – Institutional money manager Riverwater Partners announced today it has acquired Falcons Rock Investment Counsel. Greg Wait, who founded Falcons Rock in 2003, will join the firm as partner. Terms of the transaction were not disclosed.

“Riverwater’s mission is to achieve superior returns through value(s) investing while also generating positive impacts on society. We are excited to join with Greg and his team to continue to build a firm dedicated to responsible investing. Together we can bring more depth and experience to serve institutions, nonprofits and individuals,” said Adam Peck, Co-founder of Riverwater Partners and Chief Investment Officer.

Peck co-founded Riverwater with Laura Peck in 2016 as the first firm in Wisconsin solely dedicated to responsible investing. Riverwater manages small- and mid-cap domestic equity portfolios for both institutional and individual investors. This acquisition adds Falcons Rock’s expertise in serving institutions, nonprofits and high-net-worth clients. Riverwater’s assets under management will now exceed \$500 million.

“Riverwater shares my dedication to responsible investing and personalized client service. I’m honored to join the Riverwater team and bring the combined firm’s resources to bear for both current and future clients,” said Greg Wait.

In addition to Wait, two Riverwater team members will also become partners of the firm. Cindy Bohlen, CFA, and Nathan Fredrick will join in ownership with Wait and Riverwater’s existing partners, Adam Peck, CFA, Laura Peck, J.D., and Matt Drvaric, CFP. Wait and his team will move their offices to Riverwater’s 1433 N. Water Street location.

“Together we are well positioned to attract a future generation of investors who seek to do well by doing good with their investments,” said Laura Peck, Co-founder and Chief Compliance Officer.

About Riverwater Partners, LLC

Riverwater is Wisconsin’s largest fully dedicated manager of socially responsible investments. The firm applies environmental, social and governance (ESG) criteria as it builds value-oriented portfolios of small, mid and large-sized companies. Based in Milwaukee, Riverwater is woman-owned and a Certified B Corporation™. Learn more at riverwaterpartners.com/.