PERENNIAL FINANCIAL SERVICES & FORD FINANCIAL GROUP COMBINE TO CREATE A NEAR $2 BILLION HYBRID RIA

Perennial Financial Services

December 05, 2022

LOS ANGELES, December 5, 2022 – Perennial Financial Services, a national hybrid RIA with offices throughout Los Angeles and Orange County, as well as Arroyo Grande, Boise, Idaho, and Arizona, today announced the merger of Ford Financial Group, a hybrid RIA based in Fresno, CA. Ford Financial Group's team of eight advisors and six support staff, led by Brian Ullmann and Ryan Louie, oversee approximately $860 million in client assets. Together, Perennial Financial and Ford Financial Group will oversee approximately $2 billion in advisory, brokerage and retirement plan assets.*

"It's an absolute honor to partner with Brian and Ryan as we welcome them and the entire Ford Financial Group team to the Perennial family," said John B. Petrick, Senior Managing Director at Perennial Financial Services. "This partnership allows us to continue to expand our network of advisors throughout the state and into the key market of Fresno. It's incredibly impressive what Brian and Ryan have been able to accomplish at Ford Financial Group. Their core principles and ideals perfectly align with our culture and vision for the future of this industry. Fresno is such a tight knit community and one of the rare areas in the state that maintain that feeling of community. We look forward to partnering with the team at Ford Financial Group to continue to develop, streamline and grow their practice by implementing cutting edge technology and efficiencies. Doing so, will allow them to remain focused on delivering the high level of service their clients deserve and have come to expect."

Founded in 1992, Ford Financial Group has been a dedicated advocate and trusted advisor for its clients. The Ford Financial Group team serves individuals and families, professionals, executives, business owners, nonprofit groups, and retirees.

"We are thrilled to embark on this partnership with Perennial, which will help Ford Financial Group remain one of the Central Valley's largest independent financial consulting firms and continue the pursuit of our goal to provide all clients with financial independence and confidence," said Brian Ullmann, Managing Partner at Ford Financial Group. "Through the combined strength of Perennial and Ford Financial Group, and our continued ability to utilize LPL Financial as our broker dealer, we can deliver the experience and resources of a larger national firm with the personalized service and attention found in smaller boutique firms."

Ford Financial Group's comprehensive financial planning, wealth management, investment management, retirement income and distribution planning offerings will be enhanced by Perennial Financial Service's tools and expertise. Upon closing, Ford Financial Group will continue to operate under the same name, but will offer advisory services through Perennial Investment Advisors, a SEC registered investment advisor. Perennial Financial Services will oversee and support all of Ford's financial advisors offering compliance oversight, business consulting, practice management solutions, training, and technology support.

"We're excited about the future, as this partnership further validates Perennial as a premier turnkey solution for advisors looking to pursue independence!" John B. Petrick said. "We look forward to this collaboration and continuing our momentum heading into the New Year and beyond!"

The deal is expected to close in the first quarter of 2023.

About Perennial Financial Services

Perennial Financial Services is an independent wealth management firm offering comprehensive and customized financial planning and investment management services. Founded in 2004, Perennial Financial Services distinguishes itself by offering a specialized approach to total wealth management by adhering to the belief that no single advisor can specialize in all facets of financial planning. Like our name, Perennial, our focus is on long-lasting, time-tested total wealth management strategies, dedicated to finding a personalized approach for families, foundations, institutions, and businesses with unique financial and wealth management circumstances.

Additionally, Perennial Financial Services offers a turnkey platform for transitioning advisors pursuing independence without the burden of running the day-to-day operations, compliance and oversight associated with owning and operating an RIA. For more information, please visit www.perennialfs.com.

Advisors associated with Perennial Financial Services are registered representatives with, and Securities offered through LPL Financial, Member FINRA/SIPC, and may be either investment advisor representatives of (1) LPL Financial, a registered investment advisor; or (2) Perennial Investment Advisors, LLC. a registered investment advisor. Perennial Investment Advisors, Perennial Financial Services and Ford Financial Group are separate entities from LPL Financial.

**Perennial Financial Services and its Registered Investment Advisor, Perennial Investment Advisors, had $1.05 billion in client assets, including $340 million of brokerage assets held at LPL Financial, as of*

November 30, 2022. Ford Financial Group and its Registered Investment Advisor, had $860 million in client assets, including $315 million of brokerage assets held at LPL Financial, directly held mutual funds, variable insurance products and miscellaneous assets, as of November 30, 2022. With the addition of the acquisition of Ford Financial Group, Perennial Financial Services has approximately $1.91 billion in client, advisory, trust, brokerage, and retirement plan assets.