



## Mersberger Financial Group, Inc. is now a part of M Squared Advisory Group, Inc.!

We are pleased to announce that Mersberger Financial Group is now a part of M Squared Advisory Group.

### Who is M Squared Advisory Group?

M Squared Advisory Group was formed in January 2020 by a merger between Mersberger Financial Group and Don Hammond. Don Hammond has been a leading financial advisor in Sheboygan County for over 20 years and was formerly affiliated with HUB International and Maritime Financial Group. Mersberger Financial Group has been serving their clientele since 1994 and has been voted Sheboygan County's Best Investment Services Planner in 2016, 2017, 2018, and 2019. Mersberger Financial Group's team of 15 individuals specializes in customized financial planning and wealth management. This merger makes us a leading financial services firm in Sheboygan County offering customized financial planning services, business/corporate planning services, portfolio/wealth management services, retirement planning advice, and a range of additional services designed to help individuals and businesses organize their financial lives. The advisor team of M Squared Advisory Group collectively oversees more than \$750 million of assets under advisement.

### What does this mean for you?

Other than now seeing the M Squared Advisory group name along with the Mersberger Financial Group name, it is business as usual at Mersberger Financial Group. For clients of Don Hammond and his team, it is business as usual as well.

### What happens to the Mersberger Financial Group team?

The entire Mersberger Financial Group team and current leadership will remain intact in their current roles.

### What happens to Don Hammond and his team?

Don and his team will remain intact and in their current roles as well.

### Will the Mersberger Financial Group client service team or Don Hammond's client service team change?

There are no changes to your client service team. Client service will only improve as a result of this merger as it increases our combined scale and ability to offer additional services.

### Will there be any changes to fees?

There are no changes to your fees, and all fees remain the same.

### How about new paperwork?

No new paperwork is required.

**Will my statements look different?**

No, your statements will remain the same. The only change is adding M Squared Advisory Group to our name. Our Broker-Dealer (Cambridge Investment Research) and custodian (Pershing, LLC) will remain the same.

**Why did Mersberger Financial Group and Don Hammond choose to merge?**

Mersberger Financial Group and Don Hammond are both highly regarded in Sheboygan County and beyond for their planning services and expertise. We are able to combine our experience, resources, technology, and knowledge to provide an unsurpassed level of proactive service to our clients. This combination of talents also allows us to provide stronger direction to the many new clients referred to us.

While our name has changed, we remain the same firm you have trusted with your retirement planning and wealth management needs.

Thank you for your continued business and trust. If you have any questions, please feel free to contact us at any time. We look forward to building your future with you. Thank you for also helping us to build ours.