

THE BAHNSEN GROUP OPENS NEW MINNEAPOLIS OFFICE

Welcomes to the Team Industry Veterans from Story Capital

\$3 billion wealth management operation, The Bahnsen Group, has hired the team of Minneapolis-based, Story Capital, to join its growing business. The family-led business will open and operate a full-service office in Minneapolis for The Bahnsen Group, utilizing the full arsenal of their investment solutions, operational apparatus, communications and content ecosystem, and holistic services platform.

Joining The Bahnsen Group in this new expansion will be the founders of Story Capital, Phillip Barnhill, his wife Michele, who will serve as Office Manager in Minneapolis, and their son Stoddard, who will be a lead advisor in the firm's Private Wealth Advisor Group. Rounding out the new operation will be Sarah Leitzke, joining the Services & Planning department, and Reid Gustafson, joining the Operations department.

"We consider this to be one of the great hires we have ever made," said Bahnsen Group Managing Partner, David Bahnsen. "Not only do Phil, Michele, and Stoddard bring incredible experience and skills to our business, but they come fully aligned to our vision and philosophy. We cannot wait to expand our footprint in the wonderful Minneapolis market, but what made this deal happen was our shared mission behind client service and investment management."

The new additions will maintain their focus on high-level attention to the senior executive market, a space they have served successfully since launching Story Capital several years ago.

"While Michele and I have been in the business as practitioners for decades, our re-charged focus on the C-suite ideally matches up with The Bahnsen Group," says Phil Barnhill, who will serve as a Senior Wealth Advisor and the Director of Risk Management.

The strong focus on dividend growth investing was the initial attraction of the Minneapolis business to The Bahnsen Group's work. This addition brings decades of experience in insurance planning to the company platform, and provides additional advisory, executive, and operational talent to The Bahnsen Group's rapidly-growing business.

"Our excitement for this addition to our team comes from our intense desire to better serve clients while being zealously protective of our culture. Our company is now a better firm with this expansion, and our culture is deepened by the extraordinary fit this represents," says Bahnsen.