

THE BAHNSEN GROUP EXPANDS NATIONAL PLATFORM With Acquisition of Hightower Naples

In its first deal since become a wholly-owned independent subsidiary of Hightower Advisors, The Bahnsen Group is pleased to announce it has brought the advisory team of Hightower Naples into the fold, marking a complete cultural and operational integration into The Bahnsen Group's existing business. Hightower Naples has been led since its founding by David Emma and Mark Masterson, who left Merrill Lynch in 2011 as early joiners of the Hightower platform. Both will join The Bahnsen Group as Managing Directors and Private Wealth Advisors at the deal's closing.

"I could not be more excited to have such great advisors and professionals as David and Mark joining TBG," said Bahnsen Group Managing Partner, David Bahnsen. "They were early pioneers of the independent and fiduciary model and have built a great business that is going to be a terrific addition to the culture we have at TBG."

All nine employees and principals of Hightower Naples will become employees of The Bahnsen Group at the deal's closing on 12/31/26. The Bahnsen Group became an independent subsidiary of Hightower Advisors on September 30 and is expected to add other businesses and advisors to its fold in the future.

"Joining The Bahnsen Group allows us to preserve the personal relationships, individual attention, and family-office approach our clients value while significantly expanding the breadth and depth of the resources available to them," says Mark Masterson. "In thirty years in the financial advisory industry, I have not encountered another team delivering this breadth of services with the integrity, honesty, and accountability of our combined practice at The Bahnsen Group. It is truly a powerhouse team."

The Bahnsen Group opened an office in Palm Beach, FL in the summer of 2024 and Florida quickly became a major market for the rapidly growing practice. There has been a need for a second Florida office for quite some time and this deal fills that need in one of the most strategically important markets in the great state of Florida.

"I almost have to pinch myself at how aligned this deal is for all parties involved," adds Bahnsen. "Mark and David see the business the way we do and their team complements ours in every way. We can offer a robust depth of tax, estate, and family office services for their clients, and they bring a phenomenal client base and support team. I cannot imagine integrating with a more aligned business than this."

Mark Masterson will join The Bahnsen Group's Investment Committee and David Emma will join the Leadership Advisory Council.

Hightower Naples will add \$1.1 billion to TBG's \$10.5 billion, resulting in an \$11.6 billion combined business with 115 employees nationwide as of October 5th. The Hightower Naples long-time office home at 9045 Strada Stell Court will become the 14th office location for The Bahnsen Group.