

\$400m Merrill duo breaks to Dynasty RIA



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Steve Vujevich and Matt Anderson are now part of \$1.4bn Keebeck Wealth Management.

A pair of Merrill Lynch advisors have broken away from the wirehouse to join a Dynasty Financial Partners-backed RIA.

Steve Vujevich and Matthew Anderson have joined Keebeck Wealth Management, a \$1.4bn RIA based in Chicago which launched roughly two years ago. Vujevich and Anderson, who specialize in advising professional athletes, will open up a new office for Keebeck in Columbus, Ohio.

Vujevich (pictured above, right) will serve as Keebeck Wealth Management's president of its advisory business, while Anderson (pictured above, left) will serve as its director of wealth planning. The duo managed around \$400m in client assets while at Merrill Lynch.

‘Institutionally, the puck is moving towards the RIA space, and we saw the amount of folks that had moved over,’ said Vujevich. ‘That was probably the biggest thing and the flexibility, the transparency, the freedom of choice on that side was definitely a factor.’

Vujevich, a former Ohio State football player, had worked at Merrill Lynch since 2000, while Anderson had been with Merrill since 2012.

Keebeck Wealth Management is helmed by one of Vujevich and Anderson’s old colleagues at Merrill Lynch, Bruce Lee. Lee, who was formerly an advisor in Merrill’s private banking and investing group (PBIG), launched his own independent RIA in the summer of 2018 with the assistance of Dynasty, a middle and back-office service provider to RIAs.

Since his firm’s 2018 launch, Lee has set up a quantitative investing-focused hedge fund, a real estate venture and a private equity firm. But the addition of Vujevich and Anderson represents the firm’s first geographic expansion of its advisory business.

‘We’d be naïve to tell you we don’t have capacity [to expand]. We do,’ Lee said. ‘One thing that I’ve made very clear to Dynasty is we’re agnostic to the size of the advisor. What we want are strategic advisors that share our same cultural vision... you can’t just hire anybody you want and we want to be in areas where we think we can effect change.’

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