



PRESS RELEASE

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Laird Norton, Wetherby Unite Six Offices Under New Brand

Seattle & San Francisco – January 11, 2024 – Laird Norton Wealth Management and Wetherby Asset Management today are announcing that all of the firm’s offices are uniting under a new brand: Laird Norton Wetherby, or LNW.

“LNW is a distinctive wealth advisory relationship, one that combines the intimacy needed to be a true partner to our clients with the scope and scale to serve families and individuals across the country,” said Kristen Bauer, LNW’s CEO. “Our new brand, LNW, represents a home: a place where people can pursue their purpose, know they’re cared for, and be surrounded by a team dedicated to turning personal visions into reality.”

LNW is a comprehensive wealth management firm with more than \$14 billion in assets under management. As both a registered investment advisor and trust company, it offers a unique blend of wealth planning, investment management and trust services, integrating each of these dimensions into unified, personalized strategies. It has offices in Seattle, San Francisco, New York, Los Angeles, Philadelphia and Sioux Falls, South Dakota. Underpinning LNW’s client-centric vision is the firm’s innovative ownership model, which combines ownership between active employees who serve clients every day and a majority ownership by The Laird Norton Company, one of the longest-sustained family enterprises in the United States.

“We developed this new brand in our clients’ interests and through their eyes,” continued Bauer. “They told us that expertise is table stakes – and ours is world class – and they wanted the firm to represent a strategic partnership, people who understood their bigger picture, and would be active advocates for their ambitions. As we grew, we knew we had all the tools to create something that truly stood out.”

LNW was created through the combination of Laird Norton Wealth Management, the Pacific Northwest’s premier wealth management firm and one known for its deep expertise in managing





multigenerational wealth; Wetherby Asset Management, which grew to become one of the top investment advisory firms in the U.S. while also cultivating one of the country's most sophisticated impact investing operations; and Filament, which was formed to offer family office and investment advisory services to families with significant wealth.

“LNW is a testament to the aspirations of our clients, the talent and commitment of our team and the unwavering support of our owners,” said Bauer. “We’ve been in this business a long time and have always endeavored to evolve alongside our clients. With LNW, we’re confident that everyone we work with will feel the value of this personalized partnership.”

About LNW

For more than five decades, LNW has served the interests of exceptional families and individuals. As both an RIA and trust company, LNW offers a full spectrum of specialized wealth planning, investment management and trust services that advance the aspirations and long-term financial ambitions of its clients. LNW has offices in Seattle, San Francisco, New York, Los Angeles, Philadelphia and Sioux Falls, South Dakota, empowering clients across the U.S. and around the world.

LNW is owned by active employees as well as a majority ownership by The Laird Norton Company, one of the longest-sustained family enterprises in the United States. To learn more, visit LNWAdvisors.com.

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