

# Investment and Wealth Management Firm HPM Partners Rebrands to Cerity Partners



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**Cerity Partners** →

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NEW YORK, Jan. 7, 2019 /PRNewswire/ -- HPM Partners, a prominent wealth management firm, announced today that it has changed its name to Cerity Partners.

Cerity Partners operates with a mission to positively impact the financial well-being of its clients by delivering objective financial advice. The firm serves high-net-worth individuals and their families, businesses and their employees and nonprofit organizations. Its advice, comprehensive financial oversight and fiduciary duties extend well beyond investments. Cerity Partners brings together all the experts necessary to address the various facets of a client's financial life, including attorneys, tax advisors, financial planners and investment professionals.

"We recognized an opportunity to better communicate the character of our people, advice and service to clients and business partners," said **Kurt Miscinski, President & CEO, Cerity Partners**. "A modification of the word sincerity, our new name perfectly encapsulates our character and the experience our clients receive."

As part of this rebrand, Cerity Partners will continue to invest in the future of its business, a private partnership model. Strategic initiatives include recruiting talented and passionate specialists across the country who thrive in a collaborative environment and can help build a robust multigenerational perspective reflective of the firm's clients.

Cerity Partners has long-held a philosophy that helping clients reach their financial goals should never be predicated on requiring them to buy financial products. Its advisors operate on their clients' terms and this rebrand acts to further the firm's commitment to providing advice-driven financial service.

For more information, please visit [CerityPartners.com](http://CerityPartners.com).

**About Cerity Partners:**

Cerity Partners is a leading, national registered investment advisory firm serving high-net-worth individuals and their families, businesses and their employees, and nonprofit organizations from its offices across the country. With no financial products to sell, the firm's in-house experts of attorneys, tax advisors, financial planners and investment professionals are passionate about and committed to providing objective financial advice and oversight. Additional information can be found at [www.ceritypartners.com](http://www.ceritypartners.com).

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