



Dynasty Served as Exclusive Financial Advisor to Goodpasture Gray on Its Sale to Americana Partners

October 2025

Dynasty Investment Bank Acted as Exclusive Financial Advisor to Goodpasture Gray

Transaction Details

- On October 7, 2025, Americana Partners (“Americana”), a leading independent wealth management firm, announced the acquisition of Goodpasture Gray (“GPG”)
- Transaction closed on September 26, 2025
- Alignment with Americana’s focus on bespoke, multi-generational wealth management with alternative investment expertise
- Enhances shared values and a client-first philosophy, deepening Americana’s bench of trusted advisors and reinforcing its commitment to integrity-driven growth

Overview of Goodpasture Gray

- Originally founded in 1997 and based in Nashville, TN, GPG built its reputation by delivering customized wealth management strategies, asset allocation, and multi-generational planning services
- With over \$300 million in AUM, GPG is a specialized practice focused on serving high-net-worth individuals including athletes, entertainers, and their families
- Led by Principal W.L. Gray, the team consists of advisor Chris Brophy, with operations overseen by Amy Matas, specialist in client service and reporting

Overview of Americana Partners

- Americana, founded in 2019 and headquartered in Houston, is an independent wealth advisory firm serving high-net-worth and ultra-high-net-worth clients across the U.S. and Latin America
- The firm offers wealth advisory and family office services, including both traditional and alternative investment solutions, and has grown to manage over \$10 billion in assets as of its six-year anniversary in April 2025
- Operating independently, Americana leverages strategic support from Dynasty Financial Partners and other industry experts, free from most corporate ownership constraints

Strategic Rationale

Geographic Expansion

Americana Partners enters the Tennessee market, marking its second out-of-state acquisition and reinforcing its national growth strategy

Client Base Diversification

Introduces a specialized practice focused on serving high-net-worth individuals, including athletes and entertainers

Cultural and Philosophical Alignment

Goodpasture Gray’s client-first ethos and long-standing reputation for integrity align with Americana’s values, enhancing the firm’s talent and service capabilities

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