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Financial Adviser

News and insight for financial advisers, wealth managers and their clients.

Benjamin F. Edwards Branches Out in Georgia

(The following has been excerpted.)

Benjamin F. Edwards & Co., the young brokerage firm founded by the great-great grandson of A.G. Edwards, is adding yet another branch, this time in an Atlanta suburb.

The Alpharetta, Ga., office, is the St. Louis-based brokerage's 10th new branch in 11 months and its first in the Southeast. It opened Friday with four brokers and two assistants.

The brokerage is focusing less on particular geographic areas than on finding the right teams to add as it grows, said Benjamin F. (Tad) Edwards IV, founder, chairman and chief executive.

"We've got a very strong infrastructure here," said Edwards. "We have the ability to grow pretty rapidly if we want to. However, our objective is not to put different pins on a map. It's really more focused on the quality and character of the people."

"We sort of like the pace we're on," he added.

Edwards is son of Benjamin F. Edwards III, the long-time chairman of A.G. Edwards. That firm, founded in 1887, was acquired by Wachovia Securities, now



In 1887, Benjamin F. Edwards I started A.G. Edwards & Son with his father Albert Gallatin Edwards.

Wells Fargo Advisors, in 2008, the same year Benjamin F. Edwards was founded.

The Alpharetta office will be led by Roland H. de Liniere, senior vice president-investments and branch manager. He



Benjamin F. Edwards IV, the great, great grandson of Albert Gallatin Edwards and great grandson of Benjamin F. Edwards I.

joined A.G. Edwards in 1988. De Liniere will seek to grow the office "with the right combination of high-quality brokers," he said Friday. "This was an opportunity I couldn't pass up with the culture and atmosphere that Benjamin F. Edwards brings."