



AXG Advisors to Buy Opportunistically Within Its Private Client Niche, Exec Says

by Calvin Trice

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[AXG Advisors](#), a boutique insurance brokerage serving ultra-high net worth individuals, will look opportunistically for buys for similar companies that would enhance its existing offerings, said George Papanier, principal and co-founder.

AXG could buy as many as five companies in the next few years, but the firm plans to be selective and would be happy with fewer acquisitions that fit well, Papanier said.

Companies must operate in the same private client niche in which the Philadelphia-based brokerage operates — providing risk mitigation in personal lines property and casualty (P&C) insurance and life insurance planning oriented around wealth transfer and wealth accumulation, Papanier said.

AXG is not looking to expand offerings but would bring on companies that add to its depth, talent or technical ability to broker personal lines P&C and life insurance planning, he said.

While the firm doesn't have size requirements for potential buys, targets that are the same size or slightly larger than AXG would make the most sense for M&A, Papanier said.

The firm has grown about 40% per year organically since Papanier and Adam Pauska founded it in 2019, Papanier said.

AXG has written more than USD 10bn in premium in force, covering items such as jewelry, art, yachts, real estate and income tax-free death benefits, the executive said.

The firm has [made one acquisition](#) so far — Rose Glen, a Wynnewood, Pennsylvania-based private client brokerage. Papanier was mentored by Rose Glen founder and CEO Morey Goldberg before launching AXG, Papanier said. Goldberg was looking for a succession plan for his business, Papanier said. The deal was announced in January.

AXG prefers to fund acquisitions with debt from finance partner **Bank of America** because Papanier and Pauska want to maintain full ownership to control the business' focus, Papanier said.

With the cost of debt rising with interest rates, the company would be willing to sell an equity stake with the right partner, he said.

AXG would want a strategic investor with someone who has relationships, technical savvy and previous success in the private client space, Papanier said.

The firm would not prefer purely financial or private equity backing, he said.

AXG grows organically through advisor-to-advisor relationships with wealth managers, family offices or law firms whose clients are looking for risk mitigation or life insurance options, the executive said.

The firm is willing to bring on talent through acquisition or hire, he said.

The company receives inbound buyout requests from strategic and PE suitors, but the owners are not interested in sale, he said.

“We intend to be in this business a very long time, and we want to try to grow in an accretive way to really compete with these firms, not become one of them,” Papanier said. Papanier is 38, and Pauska is 40, he noted.

AXG believes consolidation in insurance distribution has taken out prospective independent competitors and opened up a growth opportunity for those with its focus, he said.

Five Bridge CPA provides accounting for the firm.