



Business Investment Program (BIP) Grant

Public Hearing

Mecklenburg Board of County Commissioners
September 3, 2025

Company Background

AssetMark Financial Holdings Inc.



- AssetMark Financial Holdings, Inc. is a leading asset management & technology platform solutions provider for financial advisors
- HQ in Concord, CA
- Owned by GTCR, a private equity firm based in Chicago, IL
- More than 1,000 employees
- Offices in Concord, CA; Phoenix, AZ; Chicago, IL; Austin, TX; Atlanta, GA; Encino, CA and Charlotte
- Serving over 10,000 financial advisors and over 317,477 investor households
- This project aims to establish an East Coast “hub”



Project Details

- **\$10,000,000 in New Taxable Investment**
 - \$0 in Real Property
 - \$10M in Business Personal Property
- **252 New Employees**
 - \$110,438 Average Wage
- **Approx 40 Existing Employees in Charlotte**
- **Competing Site:**
 - Atlanta, GA
- **Decision Timeline**
 - September '25

AssetMark Financial Holdings Inc.



Project Details

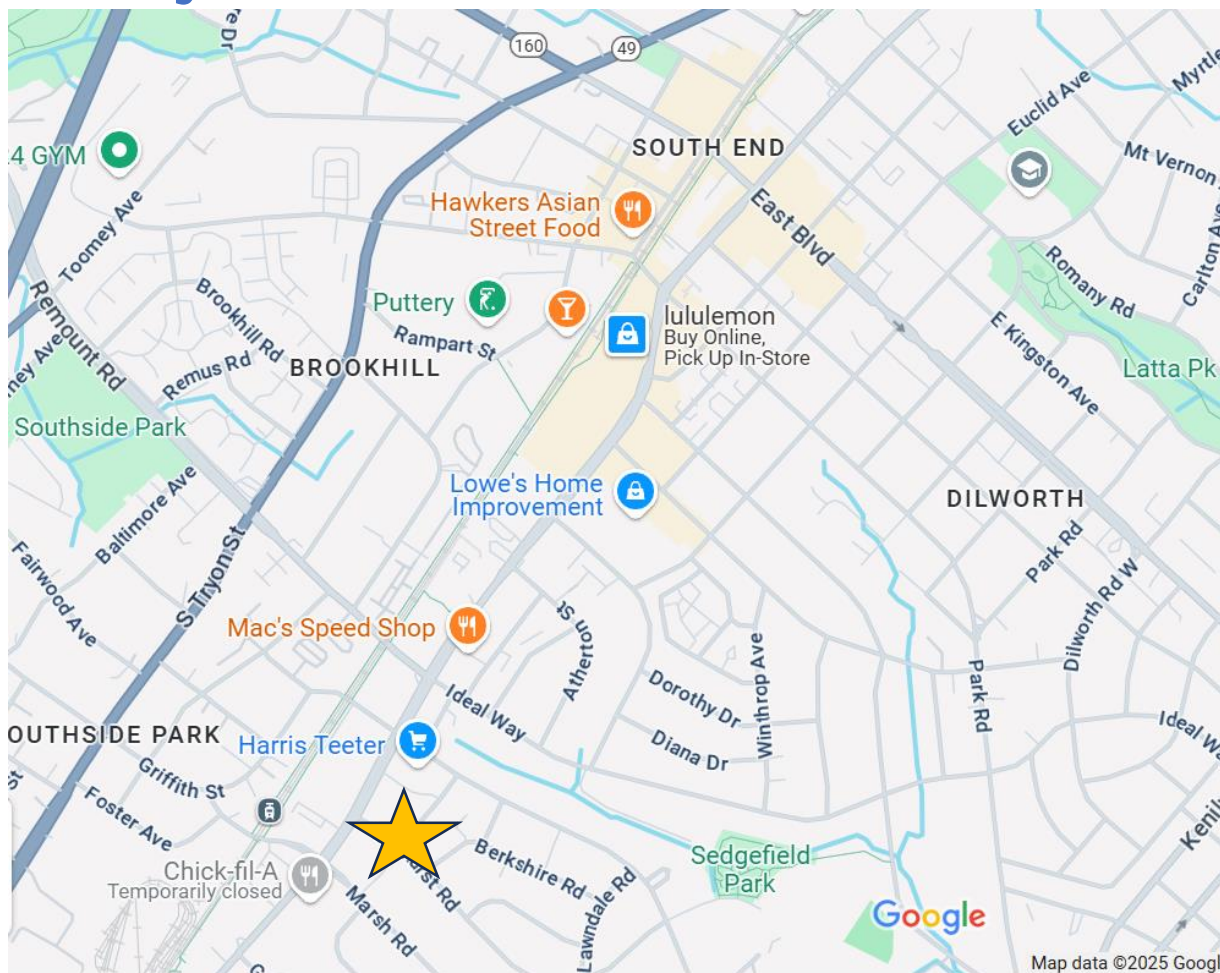
AssetMark Financial Holdings Inc.

Reason for Project

- Access to key talent & skill
- Pro Business environment
- Lower operating cost
- Time zone advantages
- Opportunity to co-locate cross-functional talent



Project Location



AssetMark Financial Holdings Inc.



Address: 2801 South Blvd.

Submarket: Sedgefield

County Commission District 4



Project Employment

AssetMark Financial Holdings Inc.

Position	Total	Wage	SOC- Code	Annual Median MSA	Percent difference
Investment Management Product Specialist	5	\$100,000	13-2052	\$96,160	>100%
Sr Sales Relationship Manager	10	\$150,000	11-2022	\$169,930	>100%
Product/Business Analyst/Finance Analyst	29	\$121,034	13-2051	\$101,535	>100%
Customer Experience Resolution Analyst	3	\$82,500	43-4051	\$44,830	>100%
VP, Solutions Architect	1	\$325,000	15-1241	\$130,500	>100%
Trading Engineer	15	\$110,000	41-3031	\$70,490	>100%
Engineer	32	\$100,000	15-1251	\$93,010	>100%
VP-Head of Platform Engineer	1	\$430,000	11-3021	\$186,600	>100%
Head of Quality Assurance	1	\$195,000	15-1253	\$102,840	>100%
Associate Product Manager	10	\$100,000	13-2099	\$96,160	>100%
Computer & Information Systems Managers	4	\$232,750	11-3021	\$186,600	>100%
UI/UX Designer	3	\$154,000	15-1252	\$133,750	>100%
HR Manager & Specialists	3	\$130,000	13-1071	\$107,053	>100%
Business Operations Specialists	135	\$100,000	13-1199	\$95,490	>100%
TOTAL	252	\$110,518			



Project Incentives

AssetMark Financial Holdings Inc.

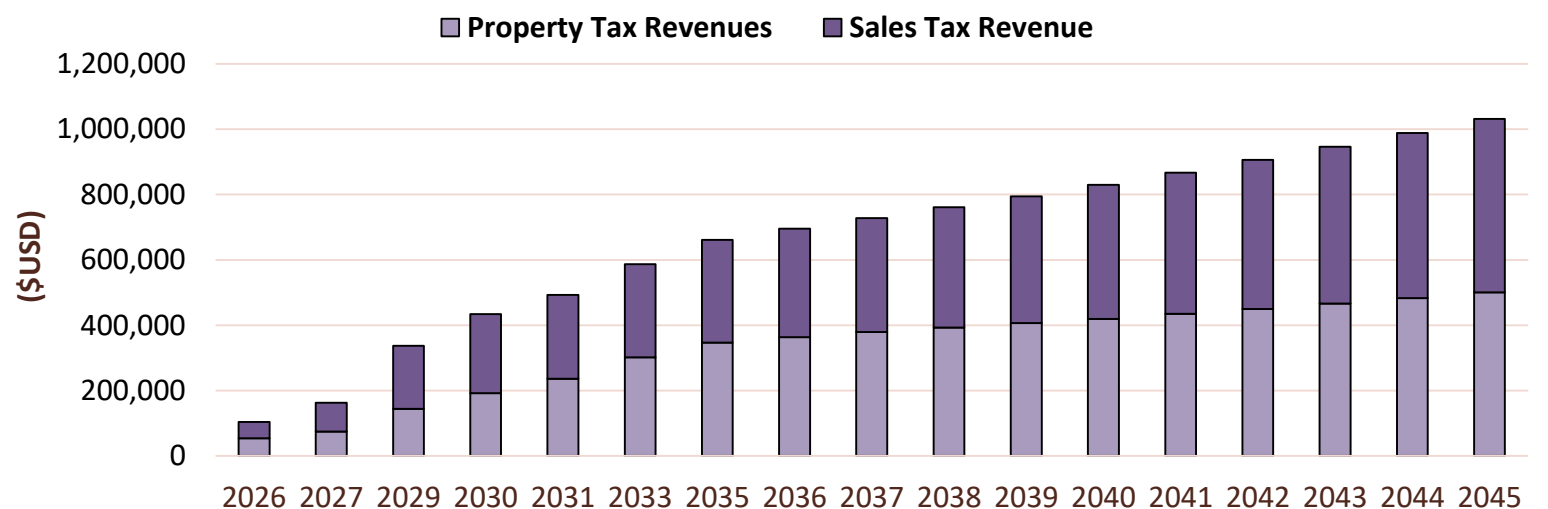
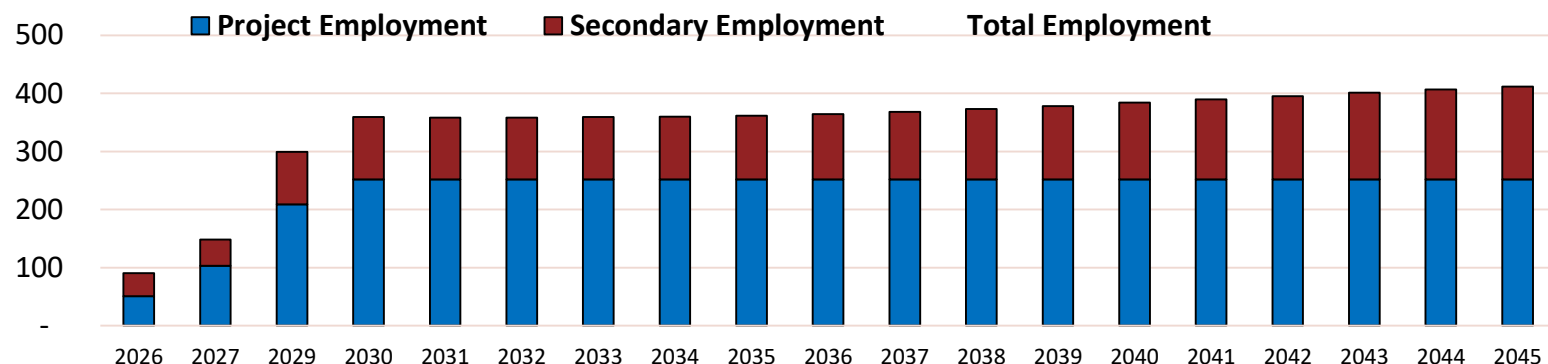
Partner	Terms	Amount
County	5 years/50%	\$85,750
City of Charlotte	5 years/90%	\$87,575
NC Community Colleges	NA	\$403,200
NC Job Development Investment Grant (JDIG)	12 yrs	\$1,941,000
TOTAL:		\$2,517,525



Project Impacts

- AssetMark Financial Holdings Inc. is expected to create an additional 106 **jobs** by the end of the five-year grant term.
- AssetMark Financial Holdings Inc. is expected to create an additional cumulative net of **\$709,160 in sales tax** revenue by the end of Year 5.

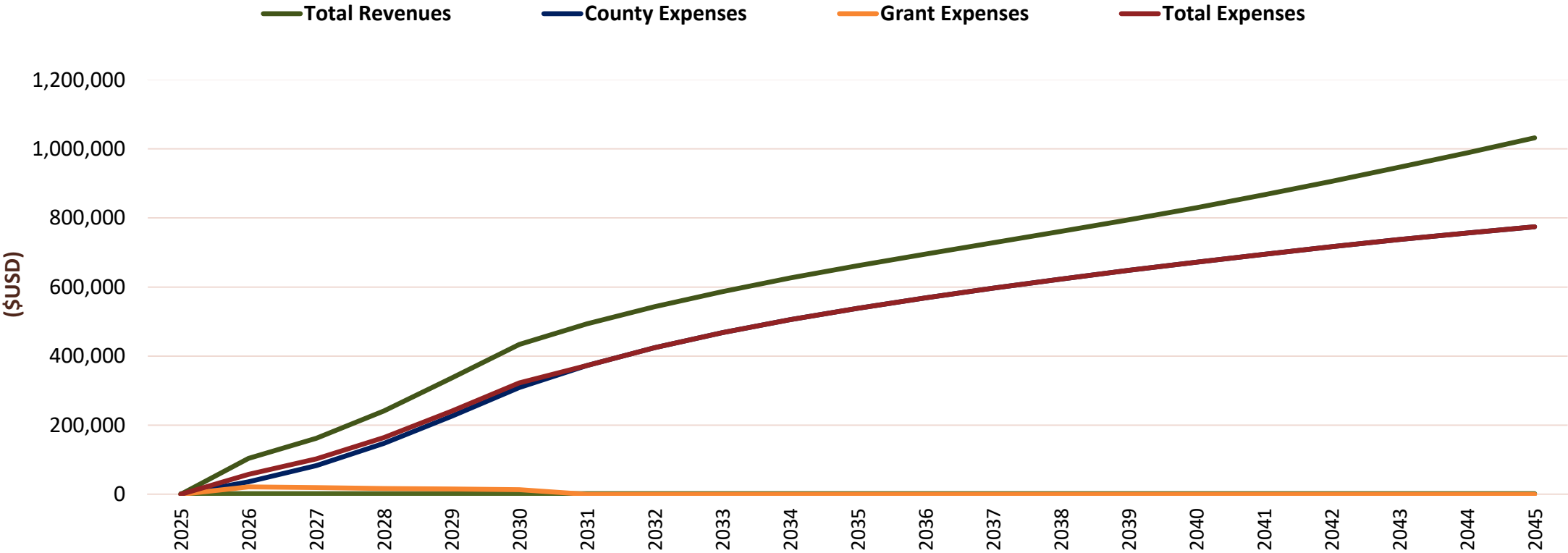
AssetMark Financial Holdings Inc.



Project Impacts

AssetMark Financial Holdings Inc.

AssetMark Financial Holdings Inc. is expected to net the County **\$111,647** in revenue in the final year of the grant term for a cumulative net of **\$390,708** over five years



Corporate Culture

AssetMark Financial Holdings Inc.

- Full Medical, Dental, Vision & Mental Health Insurance Coverage for Employees
- Flexible Spending Accounts & Health Savings Accounts
- Tuition Reimbursement and professional development for financial certification
- 2nd Chance Hiring
- Internal Employee Resource Groups (ERGs) Including:
 - Women of Asset Mark
 - Pride+
 - Black Professional Network
 - Asian & Pacific Islanders Network

Juneteenth is a powerful reminder that freedom is not just a moment in history, but a continual journey. It honors resilience, celebrates progress, and inspires us to keep advancing inclusion and belonging.

I'm honored to be part of AssetMark, where I help lead our employee-led belonging groups. Through this work, we celebrate our shared humanity as culture carriers, shaping and strengthening the inclusive culture we're building together.



DARYL GRAVES

Program Manager
Diversity, Inclusion & Belonging



Community Engagement

- Committed to work with local education and workforce partners (CPCC, Charlotte, CMS, Charlotte Works)
- Some roles do not require college degree
- Internship Program
- Community Inspiration Award
 - \$10k to selected advisors cause of choice

AssetMark Financial Holdings Inc.



Corporate Culture & Community Engagement

Waste Reduction

- **Recycling Program:** Clearly labeled bins for paper, plastics, metals, etc.
- **Composting:** We've added compost bins in kitchen/break areas where applicable
- **Print Smart Policy:** Default printers to double-sided and grayscale printing

Energy Efficiency

- **LED Lighting:** Energy-efficient LEDs
- **Power Down Policy:** Encourage turning off lights, monitors, and devices when not in use

Water Conservation

- **Water Bottle Refill Stations:** Reduce reliance on bottled water and encourage Bring Your Own refillable containers

Sustainable Transportation

- **Commute Alternatives:** Transportation FSA to incentivize public transit use. 4 of 7 AssetMark offices located near/adjacent to public transit for easier access



AssetMark Financial Holdings Inc.- BOCC Action

- Requesting the Board of County Commissioners to vote and adopt a resolution to approve a **5-year, 50%** Business Investment Program Grant to **AssetMark Financial Holdings Inc.** for a not-to-exceed amount of **\$85,750** and to authorize the County Manager to negotiate and execute the contract.





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