



NORTHWESTERN MUTUAL  
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## Two experienced wealth management firms announce first-of-its-kind merger in Minnesota

*Voyage Wealth Architects to emphasize values-driven financial planning  
and giving back to the community*

**May 4, 2021** – Two wealth management firms today announced a first-of-its-kind merger within the Northwestern Mutual network of financial advisors in Minnesota. Lake Elmo-based Eder & Associates is merging with Deephaven-based Jesse Bergland, Northwestern Mutual to form [Voyage Wealth Architects](#), a firm focused on elevating the financial planning experience by aligning clients' values and life goals with their financial voyage. This values-driven approach to financial planning is further realized by the firm's commitment to giving back to the community.

With nearly 40 years of combined financial planning experience, co-founders Brian Eder and Jesse Bergland set out to create a wealth management firm that excels beyond traditional industry standards while also furthering a larger, organizational commitment to enacting positive change within the industry and community. The firm will have 13 employees and maintain two offices, located in Deephaven and Lake Elmo – bookending the Twin Cities. As a member of the Northwestern Mutual Private Client Group, Voyage Wealth Architects combines the strength of Northwestern Mutual, ranked number 102 on the 2020 FORTUNE 500 list, with the specialized expertise of a boutique firm.

"At Voyage Wealth Architects, there is no off-the-shelf financial plan. We develop custom blueprints for every client," said Brian Eder, co-founder and partner at Voyage Wealth Architects. "Our clients are blown away by the depth and breadth of our processes to discover their goals and align our strategies accordingly."

The firm is also committed to giving back to the community. Both co-founders were recently bestowed community service awards by Northwestern Mutual – Eder, for his work founding [Birdies 4 Brains](#); Bergland, for his work supporting the [Leukemia and Lymphoma Society](#). Company employees are also encouraged to explore opportunities that make a positive impact within their community.

"Voyage Wealth Architects is founded on the belief that community service is a critical component of any strong organization," said Jesse Bergland, co-founder and partner at Voyage Wealth Architects. "It strengthens relationships among team members and our ties to the communities we serve. We're excited to support worthy causes in our communities with our gifts of time, talent and treasure."

### About Voyage Wealth Architects

Voyage Wealth Architects is a premier wealth management firm focused on elevating the financial planning experience by creating plans that align clients' values with their financial journey. We craft the right financial plan so that you can live life, save for retirement and enjoy your voyage. As a member of the Northwestern Mutual Private Client Group, Voyage Wealth Architects combines the strength of Northwestern Mutual, ranked number 102 on the 2020 FORTUNE 500 list, with the specialized expertise of a boutique firm. We are driven by an unwavering commitment to our clients, our colleagues and the larger community. In addition to crafting financial plans, we are building a generational firm that offers our clients long term continuity to ensure their plans are carried through for generations to come. Learn more at [www.voyagewa.com](http://www.voyagewa.com).

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