



**For Immediate Release
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Sierra Nevada Wealth Management Acquires Alliance Trust Company

(Reno, NV) – **Sierra Nevada Wealth Management, LLC (SNWM)** announced today that they have acquired a significant interest in **Alliance Trust Company, LLC, (ATC)** a Nevada-based Trust Company, established in 2005. Alliance Trust Company currently serves clients with net worths ranging from \$1 million to \$100 million.

In addition to trust administration, ATC offers specialized expertise in the area of privacy and asset protection. With offices based in Nevada, ATC clients can take advantage of the exclusive Nevada Asset Protection Trust Laws to help defend against intrusive creditors, frivolous lawsuits, and unwanted scrutiny of clients' financial affairs. ATC clients also benefit from the tax advantages of having a Nevada trust. Nevada imposes no state income tax and no state capital gains tax, so Nevada jurisdiction trusts also enjoy substantial income tax savings.

Denis Damiens, one of the founders of Alliance Trust said “The combination of Alliance Trust Company and Sierra Nevada Wealth Management is a natural. The team at SNWM has some of the best real-world experience of any investment firm in Nevada, and we are very excited to announce this new partnership.”

Gregory Crawford, CFP® and founder of Sierra Nevada Wealth Management said, “We are extremely pleased about the merger with Alliance Trust Company, and the expansion of services it provides our clients. We have always engaged ourselves as fiduciaries for our investment clients, and we saw this as an important step to solidify these relationships for generations to come.”

In 2009 Nevada enacted stricter rules and higher capital requirements for trust companies, driving several trust companies from the state. "With fewer retail trust companies available for Nevada trusts, many trusts have been forced to use the impersonal treatment and high fees of the giant banks and newly consolidated brokerage houses" Crawford said.

"With this merger we achieve exactly what we wanted to provide our customers: financial strength and added investment and trust capabilities, I truly believe this is a perfect fit for Sierra Nevada Wealth Management clients, and we are excited to join the Alliance Trust Company" Crawford added.

About Sierra Nevada Wealth Management

Sierra Nevada Wealth Management, LLC was founded 2007, by the managing partners Greg Crawford, CFP®, and Chris Andrews. The firm offers wealth management, investment management, and financial planning services to individuals, families, and institutions. Sierra Nevada Wealth Management offers independent, unbiased portfolio design and comprehensive financial planning services. The principals of the firm have extensive institutional Wall Street experience that they put to work for clients. For more information about SNWM please visit their website at www.sierranewadawealthmanagment.com or call 775-297-4681.

About Alliance Trust Company

Alliance Trust Company is a privately held trust company founded in 2005. It is licensed and regulated by the State of Nevada, Department of Business and Industry, Financial Institutions Division. Alliance Trust Company and Sierra Nevada Wealth Management, LLC are affiliated entities. Alliance Trust Company offers its clients services including trust administration and investment management by trust officers committed to helping clients develop wealth accumulation, protection and distribution strategies designed to meet their current and future needs. For more information please visit their website at www.alliancetrustcompany.com or call 775-297-4000.

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