

Continuing a Century-Old Strategy of Helping Businesses Build their Legacies



Pictured from left, Matthew Luczyk, Vice President, Head of Corporate Advisory and Eric H. Waser, Executive Vice President, Head of Peapack Private Investment Banking

Peapack Private Investment Banking

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No. of Employees: 10

Key Executives: Eric H. Waser, EVP, Head of Peapack Private Investment Banking; Patrick R. Brocker, SMD Head of Structured Finance; Matthew Luczyk, VP Head of Corporate Advisory

Products/Services: Corporate advisory services and direct lending solutions to middle market companies and their owners: merger and acquisition (M&A), capital formation, corporate finance and on-balance sheet solutions.

Year Founded: Peapack Private Investment Banking was established in 2019 as the investment banking division of Peapack-Gladstone Bank. Member FDIC



PEAPACK PRIVATE

Investment Banking

It's rare to be a centenarian and still be a mover and a shaker, but Peapack-Gladstone Bank is certainly doing just that.

Headquartered in Bedminster, Peapack-Gladstone Bank was founded in 1921. As would be expected with a 100-year-old business operating in a very dynamic field, the Bank has gone through many changes through the years.

Most recently, in 2019, the Bank expanded its corporate advisory and structured finance business by establishing Peapack Private Investment Banking. Today, the division is working hard to position itself as one of the best investment banks in the United States.

"Over the past several years, Peapack Private Investment Banking has provided numerous business owners with extraordinarily successful outcomes," says Eric Waser, Head of Peapack Private Investment Banking. "Our capabilities align perfectly with our more than 100-year-old strategy of helping business owners build their legacies."

"We offer traditional investment banking solutions, like helping a business owner sell their business, as well as strategic financial advisory services to help owners at a crossroad. Couple this with the Bank's ability to lend and plan for a successful exit from a tax perspective, and we provide a full-service experience that smaller, independent firms cannot offer," Waser says.

The team's primary clients are privately held family-owned businesses. "We often work with the second or third generation that are seeking to understand business valuations and determine strategies that address their objectives," Matthew Luczyk, Head of Corporate Advisory at Peapack Private Investment Banking says.

Providing broad investment banking and wealth capa-

bilities under one roof sets Peapack Private apart from the competition. "Having the ability to both advise and execute merger and acquisition options, provide financing solutions, and to do so under the umbrella of protecting and growing a family's wealth, isn't available to most business owners," Luczyk says. "Most advisors take a transactional approach, whereas we focus on setting up the most tax efficient strategy to help owners retain as much wealth as possible. Our philosophy? It's not what you sell your business for, it's what you keep."

According to Waser, a common misconception about investment banking is that most firms are short-term transactional participants. "Our relationship approach in supporting the investment banking needs of our clients mirrors the relationship-based long-term approach we take with our banking and wealth clients. Being part of a well-capitalized institution that is more than 100 years old allows us to provide our clients with a long-term agnostic approach to assignments," Waser explains.

Looking to the future, Peapack Private Investment Banking will continue to be driven by the motto established with the founding of the original Gladstone-based Bank over a century ago: providing value-added banking services to the community in an environment steeped in integrity and trust.

"Our success with assisting business owners with growing and monetizing shareholder value is resonating with clients," Waser said. "Our ability to provide good outcomes is only limited by resources, and Peapack-Gladstone Bank has committed the capital to help Peapack Private Investment Banking grow."

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