

JACKSONVILLE, FL — WEALTH ADVISOR COMPETITIVE COMPARISON

InVestra Financial Services vs. Key Local & Regional Competitors | May 2026

1. At-a-Glance Comparison Matrix

The five firms below represent a cross-section of the Jacksonville advisory market, ranging from boutique independents to large national RIAs with local offices. Note that AUM figures are approximate and drawn from public SEC filings.

Category	InVestra (Erin Eiras)	Timucuan Asset Mgmt	Mercer Advisors (Jacksonville)	Riverplace Capital Mgmt	TrustWell Financial
Firm Type	Boutique DBA / Independent (LPL + IAA platform)	Independent RIA (private, SEC-registered)	National RIA with local office (~\$46B national AUM)	Independent RIA (fee-only, local)	Independent RIA (fee-only, local)
Est. Local AUM	Not publicly disclosed	~\$3.3 billion	Part of ~\$46B national	~\$213 million	~\$137 million
Founded	2012	1988	1985 (Jax office ~2010s)	1998 (re-registered 2014)	1987 (current entity 2008)
Fee Structure	Fee-based (AUM up to 2-3% + potential commissions)	AUM-based (0.50%–2.00%)	Fee-only; AUM 0.5%–1.1%; min \$2,400/yr	Fee-only; AUM %	Fee-only; AUM % + hourly + fixed
Account Minimum	Not publicly stated; targets HNW	\$1M+ (estimated; select clients)	No fixed minimum; \$2,400 annual fee min	\$100,000	\$100,000
Fiduciary (Advisory)?	<input checked="" type="checkbox"/> Yes (IAA advisory capacity)	<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes
Commissions Possible?	<input type="checkbox"/> Yes (brokerage + insurance via Sage)	<input checked="" type="checkbox"/> No (pure RIA)	<input type="checkbox"/> Yes (insurance affiliate)	<input checked="" type="checkbox"/> No (fee-only)	<input checked="" type="checkbox"/> No (fee-only)
ADV Disclosures	<input checked="" type="checkbox"/> Clean	<input checked="" type="checkbox"/> Clean	<input checked="" type="checkbox"/> Clean	<input checked="" type="checkbox"/> Clean	<input checked="" type="checkbox"/> Clean
CFP® on Staff?	<input checked="" type="checkbox"/> Yes (Stephanie Vokral, Natalie Barkley)	Not confirmed in public record	<input checked="" type="checkbox"/> Yes (Ben Kautz + team)	<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes (all 4 advisors are CFP®)
CEPA® (Exit Planning)?	<input checked="" type="checkbox"/> Yes (Erin Eiras)	<input checked="" type="checkbox"/> Not listed	<input checked="" type="checkbox"/> Not listed	<input checked="" type="checkbox"/> Not listed	<input checked="" type="checkbox"/> Not listed
Institutional Recognition	LPL Ambassador Council, Freedom Club, 2024 Top Advisor	~\$3.3B AUM speaks for itself	National Top RIA 2019–2025 (Financial Times)	Independent fiduciary; 25+ yrs	NAPFA member; 30+ yrs

Core Niche / Target Client	HNW women, executives, business owners, generational wealth	Ultra-HNW, family offices, institutions, foundations	Broad HNW; local focus on Mayo/Baptist MDs, CSX/J&J execs	Individuals, trusts, institutions; broad client base	Individuals, small businesses; all income levels
Services Beyond Investing?	Planning, exit planning, estate coord., insurance, tax coord.	Investment management primary; limited planning	Tax prep, estate, financial planning, insurance (integrated)	Planning, pension consulting, financial coaching	Comprehensive planning, retirement strategy
Two Offices?	<input checked="" type="checkbox"/> Jacksonville + Columbia, SC	<input checked="" type="checkbox"/> Jacksonville only	<input checked="" type="checkbox"/> National + Jax + Ponte Vedra	<input checked="" type="checkbox"/> Jacksonville only	<input checked="" type="checkbox"/> Jacksonville only
Women-Focused Services?	<input checked="" type="checkbox"/> Primary niche; women's wealth specialty	<input checked="" type="checkbox"/> Not a stated focus	<input checked="" type="checkbox"/> Yes; Jenn King leads women's programs	<input checked="" type="checkbox"/> Not a stated focus	<input checked="" type="checkbox"/> Not a stated focus

2. Individual Firm Profiles

Each profile below summarizes publicly available information on the firm's positioning, strengths, and considerations.

InVestra Financial Services (Erin Eiras, CPFA®, CEPA®) <i>Boutique DBA under Independent Advisor Alliance LPL Broker-Dealer</i>	
AUM (approx.)	Not publicly disclosed (operates under IAA umbrella)
Fee Structure	Fee-based: AUM up to 2–3% (IAA schedule); hourly consulting at \$250/hr; insurance commissions possible via Sage Insurance Partners
Fiduciary?	Yes, on advisory services through IAA
Min. Account	Not published; targets HNW clients
Core Niche	HNW women, executives, business owners, generational/legacy wealth — with specific CEPA® exit planning expertise
Key Strength	Real LPL institutional recognition (Ambassador Council, Freedom Club, 2024 Top Advisor); planning-first philosophy; CEPA® specialty; growing credentialed team; dual-state offices
Watch Out For	Fee-based structure (not fee-only); layered entity structure (InVestra/IAA/LPL); insurance commissions possible; heavy marketing makes signal/noise separation harder

Timucuan Asset Management <i>Ultra-HNW Independent RIA Est. 1988 Jacksonville's largest local firm by AUM</i>	
AUM (approx.)	~\$3.3 billion (as of Dec 2024; 593 client accounts)
Fee Structure	AUM-based, 0.50%–2.00% annually; fee-only (no commissions)
Fiduciary?	Yes, full fiduciary RIA
Min. Account	Estimated \$1M+ (select client model; not publicly stated)
Core Niche	Ultra-HNW individuals, family offices, institutions, pension funds, foundations
Key Strength	By far the largest independent RIA headquartered in Jacksonville. 36+ year track record. Concentrated, long-term value investing philosophy (12–18 positions, 3–5 yr holding periods). Clean ADV. Privately owned (Russell Newton III).
Watch Out For	Not a fit for most retail investors — highly selective client base. Limited services beyond investment management (not a comprehensive planning firm). Minimal public presence.

Mercer Advisors (Jacksonville / Ponte Vedra Beach Office) <i>National RIA with Local Presence ~\$46B National AUM</i>	
AUM (approx.)	~\$46B nationally; local office AUM not separately disclosed
Fee Structure	Fee-only on advisory; AUM 0.5%–1.1%; min annual fee \$2,400 (basic) up to \$150,000 (ultra-HNW Regis tier); insurance commissions possible via affiliate MAIS

Fiduciary?	Yes, full fiduciary RIA
Min. Account	No fixed balance minimum; minimum annual fees by tier (\$2,400–\$150,000/yr)
Core Niche	Broad HNW; Jacksonville office specializes in Mayo Clinic / Baptist Health clinicians and CSX / J&J / Landstar executives
Key Strength	National scale and brand with deep local specialization. Integrated tax, estate, and financial planning under one roof. National Top RIA award 2019–2025 (Financial Times). Women’s wealth programming (Jenn King). Forbes-ranked advisors on team.
Watch Out For	National firm means advisor continuity is less guaranteed than a founder-led boutique. Insurance commissions via affiliate (MAIS) is a disclosed conflict. Can feel less personal at scale. Fee minimums can be high for comprehensive tiers.

Riverplace Capital Management	
<i>Fee-Only Independent Fiduciary RIA Est. 1998 Jacksonville</i>	
AUM (approx.)	~\$213 million (as of Dec 2024; 319 clients)
Fee Structure	Fee-only; AUM-based percentage; no commissions
Fiduciary?	Yes, full fiduciary RIA
Min. Account	\$100,000
Core Niche	Individuals, trusts, estates, corporations, pension and profit-sharing plans; broad client base
Key Strength	Fee-only structure eliminates commission conflicts. 25+ year track record. Proprietary in-house research models. Broad client types accepted. Clean ADV.
Watch Out For	Smaller AUM base limits resources vs. national firms. Less specialized niche. Limited public profile makes pre-engagement research harder.

TrustWell Financial Advisors	
<i>Fee-Only Fiduciary RIA NAPFA Member Est. 1987 All advisors are CFP®</i>	
AUM (approx.)	~\$137 million (as of recent filings; ~7 staff)
Fee Structure	Fee-only; AUM %, hourly, and fixed fees; no commissions, no product sales
Fiduciary?	Yes, full fiduciary RIA
Min. Account	\$100,000 (waivable)
Core Niche	Individuals and small businesses across all income/wealth levels; not exclusively HNW
Key Strength	Purest conflict-of-interest structure of the group (no commissions, no products). All four advisors are CFP® professionals. NAPFA membership (independent fee-only standard). Founded on a client-first ethos. Accessible minimum. 30+ year history.
Watch Out For	Smallest AUM of the group. Limited niche specialization. Smaller team means less depth in complex areas like business exit planning or executive compensation.

3. How InVestra Stacks Up

Where InVestra Has a Clear Advantage

- **Business Exit Planning (CEPA®):** No other firm on this list has a dedicated CEPA® on staff. If selling or transitioning a business is part of your financial picture, InVestra has specialized depth here that the competitors do not.
- **Women’s Wealth Specialization:** InVestra has built its entire brand around this niche. Mercer Advisors Jacksonville also has women’s programming (Jenn King), but InVestra’s founder-led, relationship-driven model may feel more personalized for clients seeking this focus.
- **Institutional LPL Recognition:** The Ambassador Council and Freedom Club distinctions are production- and leadership-based, not marketing. None of the other boutique local firms have equivalent named institutional recognition.
- **Planning-First Philosophy with a Boutique Feel:** InVestra integrates risk management, insurance, tax coordination, estate planning, and investment management in a way that smaller local firms (Riverplace, TrustWell) may not match in depth, while remaining more personal than Mercer’s national scale.

Where Competitors Have an Advantage

- **Fee-Only Structure (TrustWell, Riverplace):** Both firms are pure fee-only — no commissions, no products. InVestra’s fee-based structure via LPL means commissions are possible, which is a structural conflict that fee-only firms eliminate entirely. For clients who prioritize this, TrustWell and Riverplace are structurally cleaner.
- **Scale and Resources (Mercer Advisors):** Mercer brings national infrastructure, in-house tax preparation, estate planning attorneys, and a dedicated Jacksonville team with deep employer-specific expertise (Mayo Clinic, CSX, J&J). If you’re a doctor or corporate executive with RSUs/stock options, Mercer’s employer-specific depth may be unmatched locally.
- **Pedigree and Track Record (Timucuan):** For ultra-HNW clients and family offices, Timucuan’s 36-year track record and \$3.3B in AUM places it in a different category altogether. If you qualify, it’s the most established local firm by a significant margin.
- **All-CFP® Team (TrustWell):** TrustWell’s requirement that all advisors hold the CFP® is a meaningful structural commitment. InVestra has CFP® professionals on staff but not as a firm-wide standard for all advisors.
- **Lower Fee Ceiling (TrustWell, Riverplace):** Both fee-only firms have more transparent, lower-ceiling cost structures with no commission potential. InVestra’s IAA-governed fees can reach 2–3% in certain programs.

The Honest Bottom Line on Fit

If you are...	Consider...
A business owner planning to exit or sell	InVestra (CEPA® specialization is unique in this market)
A high-earning woman executive seeking a women-focused firm	InVestra or Mercer Advisors Jacksonville (both have women’s wealth programming)
A Mayo Clinic / Baptist Health physician or CSX / J&J / Landstar executive	Mercer Advisors Jacksonville (employer-specific depth is unmatched locally)

Ultra-HNW (\$2M+) seeking a pure investment management firm	Timucuan Asset Management (if you qualify — largest and oldest local firm)
Most concerned about conflicts of interest and commission potential	TrustWell or Riverplace Capital (fee-only, no commissions, NAPFA-standard)
Seeking a generational wealth & legacy planning partner	InVestra (this is the firm's stated core mission and brand identity)

4. Questions to Ask Any Firm Before Signing

Regardless of which firm you ultimately choose, these questions should be answered in writing before committing assets:

- Are you a fiduciary 100% of the time, for all services you provide to me — including any insurance or brokerage recommendations?
- What is your complete, all-in fee? Please show me every fee I will pay: advisory, platform, custodial, and any third-party manager fees.
- Do you or anyone at this firm receive any compensation — commissions, referral fees, or bonuses — based on the products you recommend to me?
- Who specifically will manage my account day-to-day? Will I have a dedicated advisor or be passed among team members?
- What is your investment philosophy, and how do you construct portfolios? Do you use proprietary models, third-party managers, or LPL platform products?
- How do you measure and report performance? Can I see a sample performance report?
- What happens to my account if the lead advisor leaves the firm or retires?
- How are you compensated? Salary, AUM percentage, commission, or some combination?

These questions are not confrontational — any reputable firm will answer them directly and without hesitation. Evasion or vagueness on compensation is a significant warning sign.