

Media Report

Publication: The Entrepreneur Times

Article Title: *Erin Eiras Did Not Pivot. She Built the Right Thing From the Start.*

Publication Date: August 10, 2026

Featured Executive: Erin Eiras

Company: InVestra

Coverage Type: Executive / Founder Profile

Sentiment: Positive

Article: <https://theentrepreneur-times.com/erin-eiras-did-not-pivot-she-built-the-right-thing-from-the-start/>

Coverage Summary

The Entrepreneur Times published a feature profile on Erin Eiras highlighting her leadership as founder of InVestra and the long-term strategy behind the firm's development.

The article positions Eiras as an entrepreneur who established a focused business model from the outset rather than relying on significant strategic pivots. It emphasizes InVestra's specialization in serving clients with complex wealth-management needs, including women, executives, and business owners.

The feature discusses Eiras's founding of InVestra in Jacksonville in 2012 and presents the firm's growth as the result of deliberate positioning, specialized financial planning, and a consistent approach to serving its target clientele.

Key Mentions

The article highlights:

- Erin Eiras as founder of InVestra.
- InVestra's founding in Jacksonville in 2012.
- The firm's focus on sophisticated wealth-management and financial-planning needs.
- Its work with women, executives, and business owners.
- A reported \$1 million account minimum.
- InVestra's presence across more than 20 states.
- Eiras's selection to LPL Financial's 2026 Ambassador Council.
- The company's growth and positioning as the result of a deliberate long-term strategy rather than a business-model pivot.

Media Positioning

The coverage reinforces Erin Eiras's positioning as a founder and financial-services executive with a clear strategic vision. The central narrative is that InVestra's specialization was intentional from its inception and that the firm's subsequent development validates that original strategy.

The article also contributes to InVestra's external visibility by documenting the company's history, client focus, geographic reach, and Eiras's industry recognition.

Internal Assessment

Overall Coverage Value: Positive

The article provides favorable third-party coverage of Erin Eiras and InVestra and may be retained as part of the company's media archive, executive-profile records, public-relations documentation, and historical record of external media mentions.

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