

CAPABILITIES & MARKET POSITION REPORT

# InVestra.com 2026 Analysis

A comprehensive review of services, historic development, competitive standing, and strategic positioning of InVestra Financial — a boutique wealth management brand operating on a nationally scaled hybrid-RIA platform.

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PREPARED

April 7, 2026

BASIS

Public web sources, FINRA, SEC disclosures

SCOPE

InVestra / Independent Advisor Alliance (IAA) / Visionary Square

LOCATIONS

Jacksonville, FL & Columbia, SC

## Executive Summary

InVestra is a woman-owned, woman-led boutique wealth management practice headquartered in Jacksonville, Florida, with a regional office in Columbia, South Carolina. Founded and led by Erin Eiras (CPFA®, CEPA®), the firm has operated for nearly two decades under the legal structure of Independent Advisor Alliance, LLC (IAA) — now rebranded as Visionary Square — a nationally scaled hybrid-RIA platform with over \$23 billion in assets under supervision as of 2026.

The firm distinguishes itself through holistic, family-centered planning and deep specialization in women's wealth, divorce financial planning, business exit strategy, and multigenerational legacy building. It serves clients across 20+ states from its two physical offices and nine-member professional team.

~20+

STATES SERVED

9

NAMED TEAM MEMBERS

2

OFFICE LOCATIONS

**\$23B+**

PLATFORM AUS (VISIONARY SQUARE)

**~20 yrs**

FOUNDER EXPERIENCE

**257**

ADVISORS (PLATFORM)

*"InVestra is not a standalone RIA. It operates as a client-facing brand ('other business name') of Independent Advisor Alliance, LLC — meaning the practice's boutique intimacy is underpinned by a \$23B+ national platform. This structure is a key competitive advantage."*

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## Identity, Legal Structure & Footprint

InVestra operates publicly as a brand of Independent Advisor Alliance, LLC (IAA), a registered investment adviser. Securities are offered through LPL Financial (Member FINRA/SIPC). The firm itself is not separately registered with the SEC — all public disclosures flow through IAA's Form ADV and Form CRS filings.

DIMENSION	DETAIL
<b>Legal Entity</b>	Independent Advisor Alliance, LLC (DBA: InVestra Financial / InVestra Financial Services)
<b>RIA Registration</b>	Registered Investment Adviser; formerly IAA — rebranded as Visionary Square (March 2026)
<b>Broker-Dealer Affiliation</b>	LPL Financial (Member FINRA/SIPC) — securities and certain advisory services
<b>HQ Office</b>	1431 Riverplace Blvd, Suite 910, Jacksonville, FL 32207 (owned, no mortgage)
<b>Regional Office</b>	625 Meadow Street, Columbia, SC 29205
<b>Client Geography</b>	17–20+ states (per public sources)
<b>Ownership</b>	Woman-owned and woman-led; founder retains control
<b>Platform Ownership</b>	IAA/Visionary Square is 80% founder-controlled; LPL Financial holds a 20% minority stake (Dec. 2023)
<b>Fee Structure</b>	Fee-based; advisory fees capped at 2.00% annually; planning hourly from \$250 (3-hour minimum)

DIMENSION

DETAIL

**Fiduciary Status**

Fiduciary duty to advisory clients; "best interest" standard for brokerage clients

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## Capabilities & Services Offered

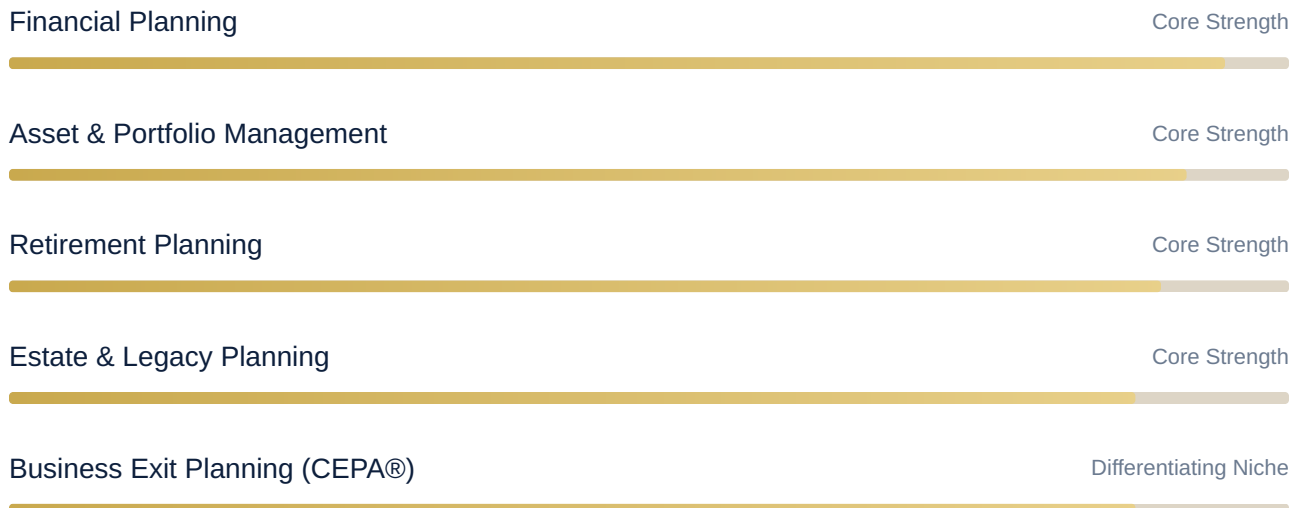
InVestra frames its value proposition as *Holistic Wealth Management* — integrating financial planning, portfolio management, life-event advisory, and specialist coordination rather than investment selection alone. The firm describes this as a "goals-based approach" tailored to the individual circumstances of each family or business owner.

SERVICE AREA	KEY OFFERINGS	CATEGORY
<b>Financial Planning</b>	Comprehensive planning process, milestone-based engagement, ongoing supervision, personalized financial road maps	Core
<b>Asset &amp; Portfolio Management</b>	Goals-based asset management, diversification, risk-adjusted strategies, ETFs, mutual funds, individual stocks & bonds, variable annuity subaccounts, alternative investments	Core
<b>Retirement Planning</b>	IRAs, 401(k), SIMPLE/SEP/403(b), defined benefit/contribution plans, executive compensation, annuities, distribution planning	Core
<b>Estate &amp; Legacy Planning</b>	Will and trust concepts, wealth transfers, charitable giving, family limited partnerships, probate & tax minimization, multigenerational legacy design	Core
<b>Tax Planning</b>	Tax-burden reduction strategies, tax-sensitive investment management, coordinated planning across income and estate	Core
<b>Risk Management &amp; Insurance</b>	Risk assessment, insurance analysis, annuity strategies, integrated into comprehensive wealth stack	Core

SERVICE AREA	KEY OFFERINGS	CATEGORY
<b>Business Owner Advisory</b>	Cash management, retirement plans, buy-sell agreements, business valuation, exit strategy (founder holds CEPA® credential), succession planning, key employee retention	Differentiating Niche
<b>Women's Wealth</b>	Dedicated service vertical for women navigating wealth building, life transitions, "Sandwich Generation" challenges; confidence and empowerment focus	Differentiating Niche
<b>Divorce Financial Planning</b>	CDFA® resource on team (Stephanie Vokral); personal vs. marital property guidance, asset division, post-divorce ongoing financial management	Differentiating Niche
<b>Guided Wealth Portfolio</b>	Digital investing platform combining advisor access with 24/7 online interface; tax-loss harvesting; \$5,000 minimum for clients aged ≤62; extends reach down-market	Digital

## Service Depth by Capability Area

Assessed strength based on public evidence, credentials, and brand emphasis (illustrative)



Women's Wealth Advisory

Differentiating Niche



Tax Planning

Adjacent Capability



Divorce Financial Planning (CDFA®)

Differentiating Niche



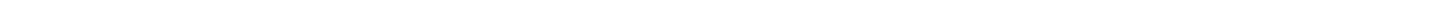
Risk Management & Insurance

Adjacent Capability



Digital Investing (Guided Wealth Portfolio)

Digital Capability



## Team Structure & Credentials

InVestra maintains a nine-member team that is unusually deep for its practice size, encompassing dedicated operations, compliance, finance, paraplanning, and client service roles alongside four advisors. This structure signals operational maturity beyond a typical solo-advisor storefront.



**Erin D. Eiras**

Founder & Wealth Advisor

CPFA® · CEPA®



**Stephanie Vokral**

Wealth Advisor

CFP® · AIF® · CDFIA®



**Kevin Kelly**

Wealth Advisor



**Victoria Hoch**

Wealth Advisor



**Natalie Barkley**

CFP® / Paraplanner

CFP®



**Donna Stewart**

Operations Manager



**Steph Primm**

Client Service Associate



**Jessica Sexton**

Chief Compliance Officer



**Ashley Worley**

Chief Financial Officer

*Erin Eiras began her career at Edward Jones before founding InVestra in 2006. She has been recognized as an LPL Financial Freedom Club member multiple times (2015, 2024), named a 2024 Top Financial Advisor by LPL, nominated for Ernst & Young's Entrepreneur of the Year (2014), and featured in News4Jax, Jacksonville Business Journal, IEEE Women in Engineering International Conference, and Columbia Metropolitan Magazine.*

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## Historic Development

InVestra's history spans two distinct trajectories: the growth of Erin Eiras's individual practice and the dramatic scaling of the underlying IAA/Visionary Square platform. Both tell a story of sustained momentum over more than a decade.

2001

### **Erin Eiras Enters Finance**

Begins career at Physician's Leasing Company, then joins Edward Jones as a Financial Advisor.

2006

### **InVestra Financial Services Founded**

Erin Eiras establishes InVestra Financial Services Corporation in Jacksonville, FL, affiliated with LPL Financial. Office located at 1431 Riverplace Blvd — high-rise overlooking the St. Johns River, owned outright with no mortgage.

2013

### **Independent Advisor Alliance Founded**

Robert Russo founds IAA in Charlotte, NC with 7 advisors. IAA is registered as an investment advisor and begins building its hybrid-RIA platform.

2014

### **E&Y Entrepreneur of the Year Nomination**

Erin Eiras nominated for Ernst & Young's Entrepreneur of the Year, a marker of early regional recognition.

2015

### **LPL Freedom Club — First Recognition**

Eiras named to LPL Financial's Freedom Club, recognizing her among the top producers nationally out of ~13,100 registered advisors.

2018

### **InVestra Joins IAA Platform**

Erin Eiras formally registers advisory services through Independent Advisor Alliance, adding the hybrid-RIA overlay alongside LPL brokerage services.

2021

### **Platform Reaches \$14B+ in Client Assets**

IAA publicly reports supervising more than \$14 billion in client assets (of which \$9.1B AUM) as of September 2021, with the platform serving clients across multiple states.

2023

### **LPL Minority Investment + CEPA Credential**

LPL Financial acquires a 20% minority stake in IAA (Dec. 2023) at \$16.8B AUS and 226 advisors. Simultaneously, Eiras earns her CEPA® (Certified Exit Planning Advisor) credential, deepening the business-owner service line.

2024

### **Columbia Expansion & Platform Surpasses \$20B**

InVestra opens its Carolina Region office at 625 Meadow Street, Columbia, SC. IAA announces surpassing \$20B in AUS. Eiras named LPL 2024 Top Financial Advisor.

2026

### **Visionary Square Rebrand**

IAA rebrands as Visionary Square (announced at Exchange ETF Conference, Las Vegas). Platform now reports \$23B+ AUS, 257 advisors, 140+ partner firms across 29 states. InVestra continues operating under the new umbrella.

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## Platform Growth — Assets Under Supervision

The chart below maps the publicly disclosed AUS trajectory of Independent Advisor Alliance / Visionary Square — the supervisory platform behind InVestra. Growth has been substantial: from a 7-advisor startup in 2013 to a \$23B+ multi-state organization in 2026.

### IAA / Visionary Square — Assets Under Supervision (AUS)

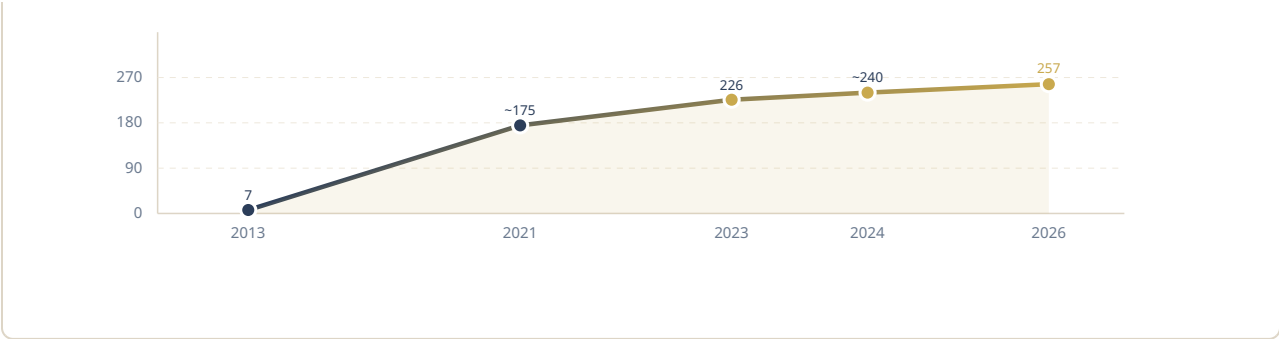
Public figures from press releases, fact sheets, and platform announcements. All figures approximate.



Sources: IAA press releases (2021, 2023, 2024), Visionary Square homepage (2026), InvestmentNews reporting. 2013 and 2018 figures are estimates based on advisor-count trajectory.

### Advisor Count Growth — IAA / Visionary Square Platform

Publicly reported figures from press releases and platform homepage.



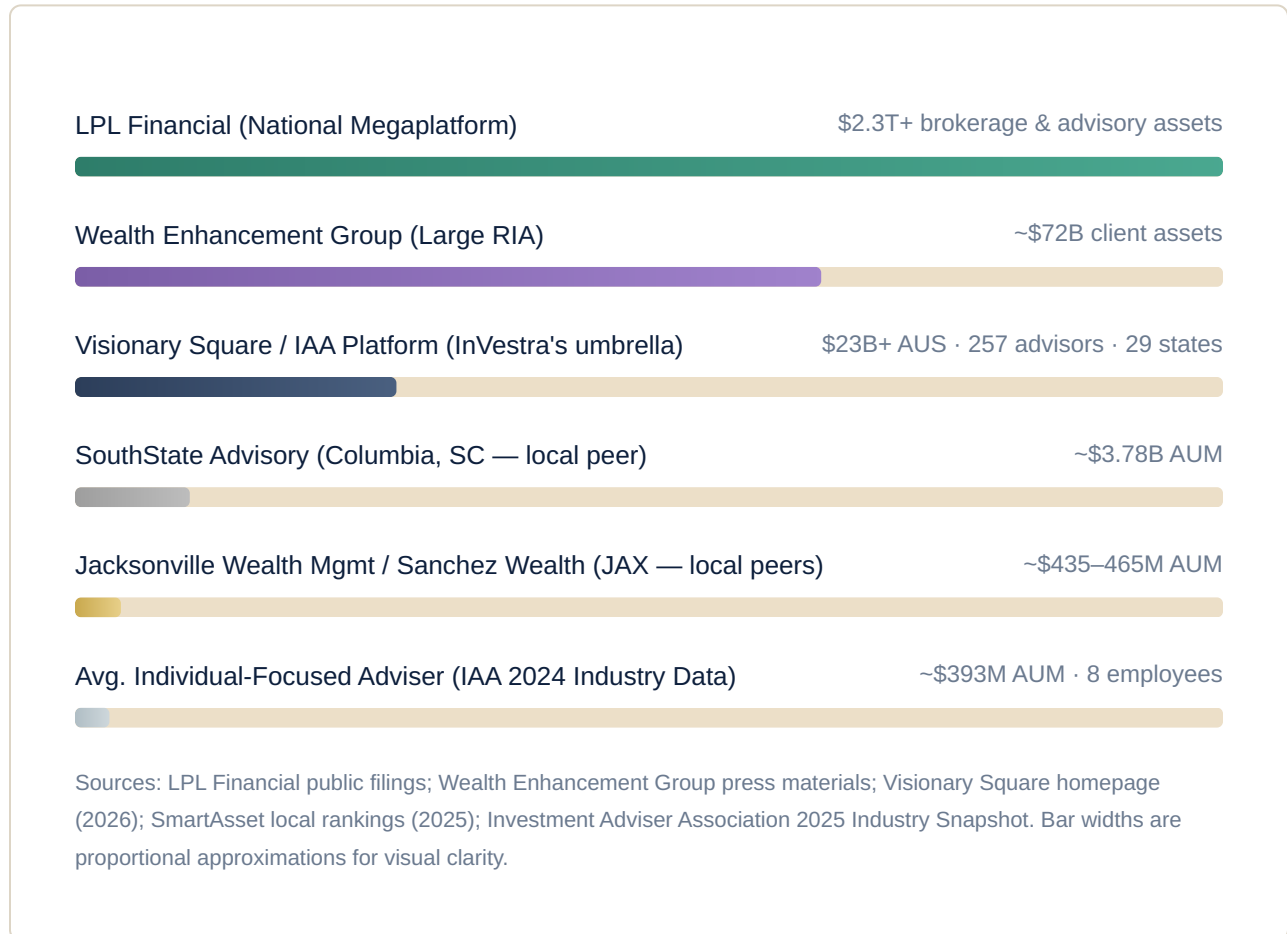
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## Relative Market Standing

InVestra's market position must be understood at two levels: the boutique client-facing practice, and the platform infrastructure behind it. The two have very different competitive profiles.

### Assets Under Supervision — Scale Comparison

Log-scale representation. Note: InVestra practice AUS is not independently public; platform (Visionary Square) figure used as the InVestra-related data point.



## Key Market Position Conclusions

COMPARISON	FINDING
vs. Industry Average (Individual-Focused)	The platform (Visionary Square) at \$23B+ AUS and 257 advisors <i>materially exceeds</i> the IAA 2024 industry average of \$393M AUM and 8 employees for individual-focused advisers.
vs. National Megaplatfroms (LPL, etc.)	Far smaller. LPL Financial reports \$2.3T+ in brokerage and advisory assets, 32,000+ advisors. InVestra/Visionary Square is roughly 1% of LPL's scale.
vs. Local Jacksonville RIAs	InVestra practice AUS is not independently disclosed. Local standalone RIAs such as Jacksonville Wealth Management / Sanchez Wealth report \$435–465M AUM. InVestra's standalone rank cannot be independently confirmed.
vs. Columbia, SC Peers	SouthState Advisory tops local SmartAsset rankings at \$3.78B AUM. InVestra's Columbia office is newer (2024) and represents a regional expansion rather than an established local market position.
Boutique vs. Platform Duality	The strongest characterization: InVestra is a <b>boutique advisory brand operating on a nationally-scaled hybrid-RIA infrastructure</b> — a model that combines perceived intimacy with deep compliance, custody, and technology resources.

## Niche Positioning & Differentiators

What distinguishes InVestra is not the breadth of its menu (most wealth managers offer planning, portfolio management, and retirement advice) but its *packaging*: explicit specialty verticals that target underserved or high-complexity client segments.

### Client Segment Focus Areas

Visual representation of InVestra's stated specialty emphasis based on public site content and credentials



- Women's Wealth & Life Transitions (~25%)
- Business Owners & Exit Planning (~22%)
- Retirement & Distribution Planning (~20%)
- Estate, Legacy & Multigenerational (~18%)
- Divorce Financial Planning (~15%)

Segment weightings are illustrative, based on site content emphasis and credential focus. Not independently verified.

### Why These Niches Matter Competitively

Wealth management is a crowded space at the generalist level. InVestra's three most differentiated niches — women's wealth, divorce planning, and business exit — address market segments that many traditional advisors either underserve or avoid due to complexity:

NICHE	MARKET CONTEXT	INVESTRA CREDENTIAL/PROOF POINT
<p><b>Women's Wealth</b></p>	<p>71% of women report feeling insecure about their financial acumen (Global Financial Literacy and Equity Center). Women represent less than 30% of financial advisors (Pew, 2023), leaving a service gap for female-focused advisory.</p>	<p>Dedicated "Women's Wealth" service vertical; female-led firm; founder's personal narrative directly addresses this market.</p>
<p><b>Divorce Financial Planning</b></p>	<p>Divorce is among the most financially disruptive life events; CDFA® credentials are rare and signal specialist-level competency.</p>	<p>Stephanie Vokral holds the CDFA® designation; dedicated divorce planning page; InVestra is highlighted in InvestmentNews content on this specialty.</p>
<p><b>Business Exit Planning</b></p>	<p>The Exit Planning Institute estimates that trillions in business owner wealth will transfer over the next decade as baby boomer owners retire. Most generalist advisors lack CEPA® credentials.</p>	<p>Erin Eiras holds CEPA® (earned Oct. 2023); registered with Exit Planning Institute; dedicated business services menu including valuation, buy-sell agreements, and succession planning.</p>

## SWOT Analysis

A structured assessment of InVestra's strategic position based on publicly available evidence.

### STRENGTHS

- Broad, integrated service menu spanning 8+ capability areas
- Strong niche positioning in women's wealth, divorce, and exit planning
- Backed by a \$23B+ nationally scaled hybrid-RIA platform
- Multiple industry credentials: CEPA®, CPFA®, CFP®, AIF®, CDFA®
- Founder is a repeat LPL Top Advisor / Freedom Club honoree
- Visible operational depth: CCO, CFO, paraplanner, operations roles
- Digital-investing option (Guided Wealth Portfolio) expands reach
- Debt-free office ownership signals financial discipline
- Multi-state client reach (20+ states) from 2 offices

### WEAKNESSES

- No standalone AUM, revenue, or client-count public disclosure
- Boutique size limits brand awareness vs. national firms
- Legal structure (DBA of IAA) complicates direct benchmarking
- Columbia office is recent (2024) — local market position unproven
- No independently verified public performance track record
- Some content relies on image-based/non-machine-readable fee details
- Dependence on LPL and Visionary Square infrastructure

### OPPORTUNITIES

- Massive baby boomer business-owner exit wave over next decade
- Growing demand for female-focused advisory services

### THREATS / WATCH ITEMS

- Intensifying competition from national RIA roll-ups entering local markets
- Fee compression across the advisory industry

- Rising divorce rate sustains CDFA® service demand
- Visionary Square's new W-2 program could support team expansion
- Digital platform (GWP) can capture younger/emerging-wealth clients
- Columbia market relatively underpenetrated for InVestra brand
- LPL platform investment provides access to deeper tech/compliance resources

- Any disruption at the platform level (IAA/Visionary Square) ripples to InVestra
  - LPL minority stake could complicate independence narrative if deepened
  - Robo-advisors and fintech platforms continue to pressure lower-AUM tiers
  - Regulatory changes to fiduciary standards affecting fee structures
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## Strategic Assessment & Bottom Line

InVestra presents a rare combination in the regional advisory market: the personalized feel and niche depth of a boutique practice layered over the compliance infrastructure, technology, and scale of a \$23B+ national platform. This duality is its primary competitive moat.

The firm is not competing — nor attempting to compete — on sheer size with LPL Financial or national RIA aggregators. Instead, it is carving differentiated territory in high-complexity, high-emotion planning scenarios: women navigating wealth alone, business owners planning their exit, families handling divorce, and multi-generational legacy builders. These are segments where trust and specialist competency matter more than brand recognition.

The platform transition from IAA to Visionary Square (March 2026) appears to be a brand clarification rather than a structural change, and should not affect InVestra's day-to-day operations or client relationships. The LPL minority stake (2023) provides capital and technological alignment without transferring operational control.

*For a prospective client, analyst, or strategic partner: InVestra is a credentialed, differentiated boutique advisory brand with genuine niche depth, operating on a nationally significant platform. Its exact standalone AUM rank cannot be independently verified from public records alone — but its strategic positioning, credentials, and service architecture suggest a practice that punches meaningfully above the regional-advisor average.*

DIMENSION	ASSESSMENT
<b>Service Breadth</b>	★★★★★ — Among the most comprehensive menus for a boutique practice of this size
<b>Niche Differentiation</b>	★★★★★ — Unusually explicit and credential-supported specialization in women, divorce, and exit planning

DIMENSION	ASSESSMENT
<b>Platform Infrastructure</b>	★★★★☆ — \$23B+ national platform provides strong operational backbone
<b>Disclosure Transparency</b>	★★★☆☆ — DBA structure limits independent AUM/revenue verification
<b>Digital Capability</b>	★★★★☆☆ — Guided Wealth Portfolio is a useful complement; not a standalone fintech offering
<b>Geographic Reach</b>	★★★★☆ — 20+ states from 2 offices is strong for boutique size
<b>Team Depth</b>	★★★★☆ — Dedicated CCO, CFO, paraplanner, and operations roles signal maturity

**InVestra.com — Capabilities & Market Position Report** · Prepared April 7, 2026

Sources consulted: InVestra.com (all service, team, and contact pages); FINRA BrokerCheck / SEC IAPD disclosures for Erin Eiras; IAA Form CRS; Visionary Square homepage and "Our Story" page; InvestmentNews reporting on LPL/IAA minority stake (Dec. 2023) and Visionary Square rebrand (March 2026); Financial Planning magazine; Nasdaq/Crunchbase IAA profiles; Exit Planning Institute registry; Investment Adviser Association 2025 Industry Snapshot; SmartAsset local adviser rankings (Jacksonville, FL and Columbia, SC); LPL Financial official About Us / 2025 annual report; Crunchbase InVestra profile; Yelp InVestra listing.

*Disclaimer: This report is based entirely on publicly available information. No private financial records or non-public client data were reviewed. InVestra practice-level AUM, revenue, and client count are not independently verifiable from public sources. This report is for informational purposes only and does not constitute investment advice or a recommendation to engage any financial services firm.*