

**\*\*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 as a client-facing “other business name” of the nationally scaled hybrid-RIA platform now known as Visionary Square (formerly Independent Advisor Alliance, LLC).

**\*\*PREPARED\*\***

April 7, 2026

**\*\*BASIS\*\***

Official website (investra.com), Visionary Square platform site, SEC/IAA Form ADV & Form CRS disclosures, LPL Financial materials, public press releases, and third-party industry data (all accessed April 2026).

**\*\*SCOPE\*\***

InVestra Financial / Independent Advisor Alliance, LLC (DBA InVestra / rebranded platform Visionary Square) / LPL Financial affiliation.

**\*\*LOCATIONS\*\***

Jacksonville, FL (HQ) & Columbia, SC (regional office).

**### SECTION 01**

**\*\*Executive Summary\*\***

InVestra Financial is a woman-owned and woman-led boutique wealth management practice headquartered in Jacksonville, Florida, with a regional office in Columbia, South Carolina. Founded and led by Erin D. Eiras (CPFA®, CEPA®), the firm delivers holistic, goals-based planning with deep specialization in women’s wealth, divorce financial planning, business-owner exit strategies, and multigenerational legacy building.

InVestra operates publicly as a branded “other business name” of Independent Advisor Alliance, LLC (IAA) — rebranded as Visionary Square in March 2026 — a hybrid-RIA platform reporting **\*\*\$22.4 billion\*\*** in assets under supervision (AUS), 257 advisors, and coverage across 29 states. Securities are offered through LPL Financial (Member FINRA/SIPC); advisory services flow through the RIA.

The client-facing practice remains intimate: two physical offices and a nine-member professional team. It serves families and business owners across 20+ states while leveraging the platform’s national-scale compliance, technology, custody, and operational infrastructure.

**\*\*Key Stats (2026)\*\***

~20+ STATES SERVED (client-facing) / 29 STATES (platform)

9 NAMED TEAM MEMBERS

2 OFFICE LOCATIONS

\$22.4B PLATFORM AUS (Visionary Square)

257 ADVISORS (platform)

InVestra’s competitive edge is its boutique intimacy paired with institutional-grade back-end resources — a model that appeals to high-net-worth individuals and women executives seeking personalized guidance without sacrificing scale or sophistication.

**### SECTION 02**

**\*\*Identity, Legal Structure & Footprint\*\***

InVestra does not register separately with the SEC. All public disclosures, Form ADV, and Form CRS filings are made under Independent Advisor Alliance, LLC (CRD #168267), now operating as Visionary Square. InVestra Financial and InVestra are explicitly listed as “other business names.”

| DIMENSION | DETAIL |

|-----|-----|

| Legal Entity | Independent Advisor Alliance, LLC (DBA: InVestra Financial / InVestra Financial Services) |

| RIA Registration | Registered Investment Adviser (IAA / Visionary Square) |

| Broker-Dealer Affiliation | LPL Financial (Member FINRA/SIPC) — securities and certain advisory services |

| HQ Office | 1431 Riverplace Blvd #910, Jacksonville, FL 32207 (owned, no mortgage) |

| Regional Office | 625 Meadow Street, Columbia, SC 29205 |

| Client Geography | 20+ states (InVestra practice); platform serves 29 states |

| Ownership | Woman-owned and woman-led; founder retains control |

| Platform Ownership | Visionary Square is majority founder-controlled; LPL Financial holds minority stake (acquired Dec. 2023) |

| Fee Structure | Fee-based; advisory fees capped at 2.00% annually; planning services typically hourly or fixed (e.g., \$250/hour with 3-hour minimum per public indicators) |

| Fiduciary Status | Fiduciary duty to advisory clients; “best interest” standard for brokerage clients |

\*\*Visual Representation (Legal Structure)\*\*:

InVestra → Client-Facing Brand (boutique experience)

↓ (DBA / “other business name”)

Independent Advisor Alliance, LLC → Visionary Square (hybrid-RIA platform, \$22.4B AUS)

↓ (affiliated)

LPL Financial (broker-dealer, custody & execution)

### ### SECTION 03

#### \*\*Capabilities & Services Offered\*\*

InVestra positions itself as a holistic wealth management provider — integrating comprehensive planning, portfolio construction, life-event coordination, and specialist referrals rather than product sales. The firm uses a “goals-based approach” customized to families, business owners, and women navigating transitions.

#### \*\*Core Service Areas\*\* (verified from official site pages)

SERVICE AREA	KEY OFFERINGS	CATEGORY
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Financial Planning	Comprehensive process, milestone-based engagement, ongoing supervision, personalized roadmaps	Core
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Asset & Portfolio Management	Goals-based allocation, diversification, risk-adjusted strategies, ETFs, mutual funds, individual securities, variable annuities, alternatives	Core
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Retirement Planning	IRAs, 401(k)/SIMPLE/SEP/403(b), defined benefit plans, executive compensation, annuities, distribution strategies	Core
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Estate & Legacy Planning	Wills/trusts, wealth transfers, charitable giving, family limited partnerships, probate/tax minimization, multigenerational design	Core
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Tax Planning	Tax-burden reduction, tax-sensitive investing, coordinated income/estate strategies	Core
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Risk Management & Insurance	Risk assessment, insurance analysis, annuity integration into overall wealth plan	Core
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| Business Owner Advisory | Cash management, retirement plans, buy-sell agreements, valuation, exit strategy (CEPA® credential), succession, key-employee retention | Differentiating Niche |

| Women’s Wealth | Dedicated vertical for women: wealth building, life transitions, “Sandwich Generation,” confidence & empowerment focus | Differentiating Niche |


| Divorce Financial Planning | CDFA® expertise (Stephanie Vokral); asset division, personal vs. marital property, post-divorce management | Differentiating Niche |

| Guided Wealth Portfolio | Digital platform with advisor access, 24/7 interface, tax-loss harvesting; \$5,000 minimum for clients ≤62 | Digital Capability |

**\*\*Service Depth Assessment\*\*** (based on public emphasis, credentials, and site content):

- Core strengths: Financial Planning, Asset Management, Retirement, Estate & Legacy (full horizontal coverage with ongoing supervision).
- Differentiating niches: Business Exit Planning (founder CEPA®), Women’s Wealth, Divorce Planning (CDFA® on team).
- Adjacent/digital: Tax, Risk/Insurance, Guided Wealth Portfolio (extends accessibility).

**\*\*Visual Representation (Service Depth Bar Chart – illustrative)\*\*:**

Financial Planning 

Core Strength

Asset & Portfolio Mgmt 

Core Strength

Retirement Planning 

Core Strength

Estate & Legacy 

Core Strength

Business Exit (CEPA®) 

Differentiating Niche

Women's Wealth



Differentiating Niche

Divorce (CDFA®)



Differentiating Niche

Tax Planning



Adjacent

Risk/Insurance



Adjacent

Digital (Guided Portfolio) 

Digital Capability

### ### SECTION 04

#### \*\*Team Structure & Credentials\*\*

InVestra maintains a mature nine-member team — unusually deep for a boutique practice — with dedicated operations, compliance, finance, paraplanning, and client-service support alongside four wealth advisors.

- \*\*Erin D. Eiras, CPFA®, CEPA®\*\* – Founder & Wealth Advisor
- \*\*Stephanie Vokral, CFP®, AIF®, CDFAC®\*\* – Wealth Advisor
- \*\*Kevin Kelly\*\* – Wealth Advisor
- \*\*Victoria Hoch, ChFC®\*\* – Wealth Advisor
- \*\*Natalie Barkley, CFP®\*\* – Paraplanner

- **Donna Stewart** – Operations Manager
- **Steph Primm** – Client Service Associate
- **Jessica Sexton** – Chief Compliance Officer
- **Ashley Worley** – Chief Financial Officer

This structure provides white-glove continuity and operational excellence beyond a typical solo or small-advisor model.

### ### SECTION 05

#### **Historic Development**

#### **Timeline (key milestones)**

- **2001–2006**: Erin Eiras enters finance (Physician’s Leasing → Edward Jones) and founds InVestra Financial Services in Jacksonville (affiliated with LPL). Office at Riverplace Blvd (owned outright).
- **2013**: Independent Advisor Alliance (IAA) founded in Charlotte, NC (7 advisors).
- **2014**: Erin nominated for Ernst & Young Entrepreneur of the Year.
- **2015**: First LPL Freedom Club recognition (top producers nationally).
- **2018**: InVestra joins IAA platform (adds hybrid-RIA overlay).
- **2021**: Platform surpasses \$14B AUS.
- **2023 (Dec)**: LPL acquires 20% minority stake in IAA (\$16.8B AUS at time); Erin earns CEPA® credential.
- **2024**: Columbia, SC regional office opens; platform exceeds \$20B AUS; Erin named LPL 2024 Top Financial Advisor.
- **March 2026**: IAA rebrands as Visionary Square; platform at \$22.4B AUS, 257 advisors, 29 states.

**\*\*Visual Representation (Timeline Graphic)\*\*:**

2006 (InVestra founded) → 2013 (IAA launch) → 2018 (platform join) → 2023 (LPL stake + CEPA) → 2024 (Columbia expansion + \$20B) → 2026 (Visionary Square rebrand, \$22.4B).

### ### SECTION 06

**\*\*Platform Growth — Assets Under Supervision\*\***

Visionary Square’s AUS trajectory (public figures):

| Year | AUS (approx.) | Advisors (platform) |

|-----|-----|-----|

| 2013 | ~\$0.1B (est.) | 7 |

| 2018 | ~\$5B (est.) | ~100+ |

| 2021 | \$14B+ | 175 |

| 2023 | \$16.8B | 226 |

| 2024 | \$20B+ | ~240 |

| 2026 | **\*\*\$22.4B\*\*** | **\*\*257\*\*** |

**\*\*Visual Representation (Bar Chart – AUS Growth)\*\*:**

A stacked bar chart would show exponential scaling from 2013 (tiny bar) to 2026 (dominant \$22.4B bar), with advisor-count line overlay rising steadily from 7 to 257. Sources: Visionary Square homepage, historical press releases, InvestmentNews.

### ### SECTION 07

**\*\*Relative Market Standing\*\***

**\*\*Assets Under Supervision — Scale Comparison\*\*** (log-scale context)

Entity	Scale	Context vs. InVestra/Visionary Square
LPL Financial (national)	\$2.3T+ brokerage & advisory	~100× larger
Wealth Enhancement Group (large RIA)	~\$72B AUM	~3× larger
Visionary Square / IAA Platform	**\$22.4B AUS · 257 advisors · 29 states**	InVestra's umbrella
SouthState Advisory (Columbia peer)	~\$3.78B AUM	Local benchmark
Jacksonville peers (e.g., Sanchez Wealth)	~\$435–465M AUM	Boutique local
Industry Avg. Individual-Focused Adviser	~\$393M AUM · 8 employees	Platform materially exceeds average

### \*\*Key Conclusions\*\*

- **vs. Industry Average**: Platform vastly exceeds typical individual-focused RIA (\$393M / 8 employees).
- **vs. National Megaplatforms**: Much smaller than LPL (1% scale).
- **vs. Local Peers**: InVestra practice AUS not separately disclosed; platform provides superior resources while local offices maintain boutique feel. Columbia office (opened 2024) is an expansion play.
- **Boutique vs. Platform Duality**: InVestra's strongest positioning is a differentiated boutique brand (women's wealth, CEPA®, CDFAs® niches) powered by a nationally scaled hybrid-RIA infrastructure. This delivers intimacy + institutional depth — a rare and compelling combination in the market.

### \*\*Bottom Line\*\*

InVestra.com is a capable, planning-centric boutique practice with broad service breadth and standout verticals in women's wealth, divorce, and business exits. Its real strength lies in the hybrid model: client-facing intimacy backed by Visionary Square's \$22.4B, 29-state

platform. Public disclosures do not isolate InVestra's standalone AUM, but the overall positioning is well-suited for high-net-worth families and women executives seeking sophisticated, relationship-driven wealth management.

This report is derived exclusively from public sources researched on April 7, 2026. For personalized due diligence, consult the firm's Form ADV, Form CRS, and conduct direct conversations with the team.