

# InVestra Celebrates LPL Financial / PGA of America Partnership and ushers in Jacksonville's Next Chapter in Private Golf Culture

## UHNW Advisor and LPL Ambassador Erin Eiras to be Featured in *Golf Digest* for funding “The Approach” at Deerwood Country Club

JACKSONVILLE, Fla. — InVestra announced its recognition of a meaningful convergence between wealth management, golf, legacy, and lifestyle: LPL Financial’s new national partnership with the PGA of America and the creation of **The Approach**, a distinctive private golf experience at Deerwood Country Club in Jacksonville, presented by **Erin Eiras**, CPFA®, CEPA®, CEO of InVestra, UHNW Advisor, and LPL Ambassador.

InVestra’s primary trading partner, LPL Financial’s has expanded its national presence through its multi-year relationship with the PGA of America, which arrives at a fitting moment for InVestra and the golf community. The partnership reflects values shared by accomplished advisors, families, executives, and golfers alike: preparation, precision, discipline, trusted guidance, and a long-term view.

For InVestra, the moment carries special significance in Jacksonville. Deerwood Country Club is the region’s most historic private golf community, with roots dating back to 1960 and a proud connection to professional golf through its history hosting the Greater Jacksonville Open, a PGA Tour event that helped shape Jacksonville’s enduring place in the game.

At the center of this local story is Erin Eiras, whose funding of **The Approach** at Deerwood Country Club has brought renewed attention to the relationship between private golf, community, family, and high-net-worth lifestyle planning. Eiras is being featured in the **July 2026 edition of *Golf Digest*** for her role in crafting and funding The Approach at her prestigious home private golf community.

“Golf has always been about more than the scorecard,” said Eiras. “It is about discipline, judgment, patience, legacy, and relationships. Those are the same principles that define thoughtful wealth management.”

Eiras’ involvement in creating this modern golf experience reflects the kind of intentional, elevated environment that resonates with families, executives, entrepreneurs, and ultra-high-net-worth clients who value both excellence and meaning.

**The Approach** is a short course experience designed as a refined, accessible, and memorable golf experience that honors Deerwood's history while creating a modern setting for connection, instruction, entertainment, and family participation. Its development reflects a broader evolution within private clubs: creating golf environments that are not only challenging and well-designed, but also welcoming, social, and relevant to the next generation of members.

The timing is notable. As LPL Financial steps into a larger national role in the golf world through its PGA of America partnership, InVestra sees a natural connection between the values of the game and the needs of affluent families seeking comprehensive planning, investment guidance, tax-aware strategy, and multigenerational wealth stewardship.

"LPL's PGA partnership reinforces something InVestra has long believed," Eiras added. "Clients do not simply want products. They want coaching, clarity, strategy, and a trusted team that understands the full picture of their lives. Golf provides a powerful metaphor for that. Every decision matters. Every shot has a consequence. The best outcomes come from preparation, discipline, and the right advisor beside you."

Deerwood's historic connection to professional golf gives The Approach added meaning. The club's legacy as a former host of the Greater Jacksonville Open places it within the broader story of PGA golf in Northeast Florida, while its continued investment in modern club experiences reflects the future of the sport.

InVestra believes this convergence of national PGA momentum, LPL's growing visibility, and Jacksonville's deep golf history creates an ideal moment to celebrate leaders like Erin Eiras who are shaping how golf, lifestyle, and wealth intersect for today's most successful families.

## **About InVestra**

Led by Erin D. Eiras, InVestra is a Jacksonville-based independent wealth management firm serving clients across multiple states with a focus on comprehensive planning, investment management, executive wealth strategy, retirement planning, tax-aware portfolio design, and multigenerational family guidance. InVestra works with affluent families, business owners, executives, professionals, and clients seeking a more personal and strategic approach to wealth management.

## **Disclosure**

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