

YEAR IN REVIEW



2025

*Being independent
doesn't mean being
alone.*

Table of Contents

Words From Robert Russo, CEO	3
Team Highlights	4 - 5
Our 2025 Stats	6
Media Mentions	7
Our New Partnerships	8 - 9
Engagement Strategy	10
A Look At Advisor Events	11
Milestone Anniversaries	12
Connex Redesign	13

Our 2025 Strategic Shift



LOOKING AHEAD

Our 2026 Commitment to You

As we head into 2026, our mission remains clear: to deliver the tools, expertise, and partnership that empower you to achieve new levels of success.

Your success continues to be our ultimate measure of achievement. We value the trust you place in us and remain deeply committed to helping you grow, adapt, and thrive in the years ahead. Together, we've built something remarkable and together, we'll continue to shape what's next.

Thank you; we're honored to be your partner.

Growth and scale have been the twin engines of any successful business, and they have certainly been a core focus at IAA, leading to shared success we've celebrated together. But in 2025, we made a deliberate, strategic decision to invest differently. We chose to invest in people.

This was not a step back from growth, it was a reinvestment in it.

Our focus turned toward sweat equity and strengthening what matters most: our relationships. We committed to proactively reinforcing every line of communication, deepening our ties with you and intentionally integrating our leadership team into your experience with ongoing calls. This shift was driven by one clear purpose: to meet you where you are today and become your most effective partner in achieving where you want to be tomorrow.

To execute this strategic shift and ensure our support is both high-touch and high-impact, we made critical additions to the team you rely on.

We welcomed Jamie Summerlin and Stefan Kotevski, who have already become vital contributors to the daily success and operational efficiency of our partner firms. Their expertise and commitment have enhanced our responsiveness and support across the board.

In addition, Dale Riley's arrival to lead IAA's growth initiatives has allowed me to dedicate more time to core relationships and strategic priorities, including mergers and acquisitions. My ability to be more present in these areas ensures we can better anticipate and respond to the industry's rapidly changing landscape for your benefit.

ROBERT RUSSO
 Founder, Chief Executive Officer

OUR TEAM

Behind the Scenes

This year, we had a blast stepping away from our desks to connect, compete, and celebrate all the hard work we do for you. From friendly competition to volunteering and holiday cheer, the energy and passion you see in our work start right here: with a team that truly enjoys being together. Check out these snapshots for a look at the smiles and spirit that make the magic happen!



Charlotte Hornets vs. Milwaukee Bucks | November 2025



Halloween | October 2025



Charlotte FC vs. CF Montréal | September 2025



TopGolf | April 2025



U.S. National Whitewater Center | September 2025



Breast Cancer Awareness Month | October 2025

TALENT SPOTLIGHT

Welcoming our newest team members



JAMIE SUMMERLIN
Director of Advisor Success

Joined January 2025

Jamie collaborates closely with our partner firms to support every aspect of their business, ensuring they fully leverage IAA's comprehensive suite of services to execute their vision and achieve success.



STEFAN KOTEVSKI
Internal Relationship Manager

Joined April 2025

Stefan works closely with advisors to enhance every aspect of their business, ensuring they leverage IAA's full range of services to execute their vision and pursue success.



DEVIN STAMP
Senior Trading & Operations Associate

Joined April 2025

Devin supports the day-to-day trading and overall management of client accounts, including the operations and service of IAA's managed portfolio solutions, allocating accounts to models, and assisting with trading and rebalancing.



PAUL NASHAWATY
Marketing Associate

Joined May 2025

Paul focuses on creating content that highlights IAA's wide array of services, from cybersecurity and IT solutions to advisor development and business growth.



TINA VONCANON
Director of Transitions

Rejoined July 2025

Tina leads the end-to-end transition process for new advisors and partner firms joining IAA.



DALE RILEY
Chief Growth Officer

Joined August 2025

Dale oversees IAA's nationwide growth strategy, focusing on expanding relationships with partner firms and identifying new business development opportunities.



DOMINIC DINARDI
Content Creator

Joined September 2025

Dominic is responsible for developing content for IAA's website, social media, and digital platforms to support and drive customer engagement and consistent brand identity.



BRANDON HALL
Trading & Operations Assistant

Joined November 2025

Brandon supports the Trading and Operations team as well as billing, compensation, and financial reporting.

THE NUMBERS

Our 2025 Stats

This year's growth tells a powerful story. From expanding our assets under supervision to welcoming new partner firms, increasing discretionary accounts, and adding talents team members across the organization, the numbers reflect the momentum we've built together. Each metric represents more than progress, it represents trust, collaboration, and our shared commitment to elevating the advisor experience.

\$23,352,883,454

TOTAL AUS

Discretionary AUM: \$16,638,510,246
 Brokerage: \$5,749,213,164
 Other: \$965,160,044



29

STATES



22

EMPLOYEES



143

PARTNER FIRMS

259

ADVISORS

315

ADMINS

114,337

TOTAL CLIENTS

Brokerage & Advisory

7,469

NEW DISCRETIONARY ACCOUNTS

55,874

TOTAL DISCRETIONARY ADVISORY ACCOUNTS

2,230,429

DISCRETIONARY TRADES

\$1,362,740,363

AUM IN ASSET MANAGEMENT SERVICES

IAA

In the Spotlight

IAA is a definitive voice in the RIA industry. Our consistent recognition, including major industry awards and high-profile features in news, trade publications, and podcasts, highlights our commitment to excellence. These achievements showcase how IAA actively provides expert insights, drives strategic partnerships, and shapes the future of the independent advisory space.

In 2025, IAA was featured in several notable publications and rankings, including:



\$20.5B Independent Advisor Alliance Names LPL as Growth Czar

Hybrid RIA Independent Advisor Alliance has hired a former LPL Financial executive as its new Chief Growth Officer.



Charlotte Firm Eyes Expansion as it Hits \$20B Milestone

Independent Advisor Alliance has entered 2025 hitting a milestone of surpassing \$20B in Assets Under Supervision.



Robert Russo Named a Wealthies Finalist for CEO of the Year

Robert Russo was named a finalist for Chief Executive Officer of the Year (RIA) for the 2025 Wealth Management Industry Awards.



IAA Among Forbes 2025 America's Top RIA Firms List

Independent Advisor Alliance was ranked among the Top 100 nationally and #1 in North Carolina.

Technology Partnerships

IAA is committed to providing fintech solutions that empower your practices and enhance client engagement. That's why we partner with industry-leading firms - so you can deliver premium service, scale efficiently, and stay at the forefront of innovation.

In 2025, we added six new strategic partners to our technology suite.



FRANKLIN TEMPLETON

A platform that enables advisors to analyze portfolios across multiple dimensions-fund and index comparisons, risk diagnostics, scenario and stress-testing, custom reporting and multi-asset overlay.



A fintech platform focused on automated, tax-smart portfolio implementation, transitions, direct indexing, model management, rebalancing and efficient operational execution for advisory firms.



Offers a tech-enabled, human-driven platform for advisors to incorporate healthcare and Medicare planning into their services. It presents accurate, real-time healthcare cost modeling, connects clients to licensed advisors for plan enrollment, and allows advisors to offer healthcare planning without having to become specialists themselves.



An AI-driven workflow assistant designed specifically for financial advisors. It automates many of the time-intensive tasks around client meetings: meeting prep, summarizing notes, updating CRM records, generating follow-up emails, and supporting compliance documentation.



A solution built to help advisors tackle retirement income planning and decumulation strategies. It supports scenario modeling, stress testing (market inflation, longevity), tax-aware drawdown strategies, and ongoing income planning for retirees and near-retirees.



A compensation workflow platform for RIAs and advisory firms, managing complex payout structures, advisor splits, custodial billing aggregation, reporting, and reconciliation of advisor revenue and commissions.

Schwab, Fidelity, & LPL Account Paperwork

In September, IAA released a new, streamlined process for advisors and staff to manage required documentation for new and existing accounts at Schwab, Fidelity, and LPL.

The core of this enhancement involves two major changes designed to save time and simplify compliance.

1

Single-Form Submission

The various IAA documents required to establish accounts across all three custodians - Schwab (RIA-Only & Hybrid), Fidelity (RIA-Only & Hybrid), and LPL (RIA-Only) - have been consolidated into one single form, cutting down repetitive paperwork.

2

Simplified Submission

By utilizing electronic signature technology, the need to upload documentation has been largely eliminated, leading to quicker turnaround times.

You can view the updated processes for each custodian by scanning the QR codes below.



Schwab



Fidelity



LPL



For any questions regarding technology or the new account paperwork, please reach out to Lauren Games, Director of Advisor Technology.

lgames@iaaria.com | 704-243-9789

ELEVATING

Engagement and Strategy

At IAA, we're dedicated to strengthening our relationships with partner firms through consistent, meaningful communication. We've listened closely to your feedback and learned just how valuable ongoing dialogue with our leadership team can be. In response, we've made it a priority to embed more structured engagement and collaborative strategy into our partnership model.

To serve you better in 2025 and beyond, we refined our engagement model to gain a deeper understanding of each firm's unique vision, so we can provide resources and guidance that are tailored to your needs.

Leadership Initiatives

1

Increased engagement and direct communication

Regular leadership calls and check-ins to keep dialogue active and meaningful.

2

Opportunities for collaboration

Leverage our expertise and insights to solve challenges and uncover new growth opportunities.



InVestra | Jacksonville, FL

Vision-Boarding & EOS Support

Firms can opt-in for EOS support, lead by Jamie Summerlin, our Director of Advisor Success. Jamie guides EOS implementation and facilitates vision-boarding sessions with advisors, helping firms clarify, plan, and execute their strategic objectives. These sessions also help strengthen alignment between your firm's goals and IAA's support.



One Tree Hill Investment Advisors | Delafield, WI



Revant Wealth | Irvine, CA



Newport Financial Planning | Irvine, CA

CONNECTIONS THAT COUNT

A Look at Advisor Events

In response to your feedback, 2025 marked a shift from our large annual ENGAGE conference to a series of smaller, more intimate gatherings. This transition was designed to foster deeper engagement, richer conversations, and truly personalized connections. From focused strategy sessions and continuing education to dinner networking experiences, these photos showcase the energy, collaboration, and meaningful partnerships that defined our year.



Advisor Education TopGolf Event | Charlotte, NC



Knox Gibson, Ron Harczak, & Justin Ancona | President Level Event



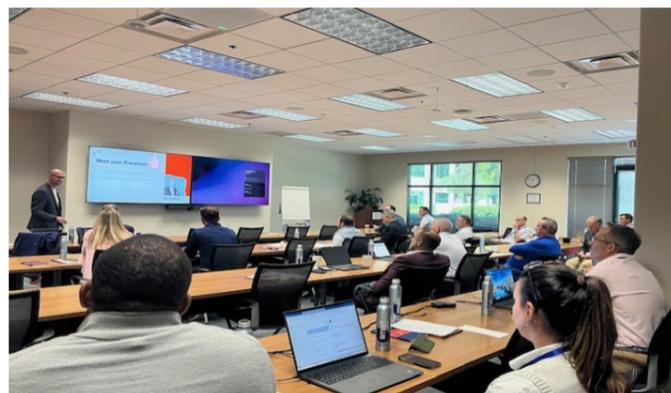
Ron Harczak, Kip Kiser, Stephen LaFollette, Stephen Gaskins, Knox Gibson & Erin Eiras with Invesco Partners | President Level Event



Technology Session with Lauren Grames | Chairman Level Event



Brandon Lancaster, Jamie Summerlin, & Ryan Miller | President Level Event



Marketing Session with David Buzo | Chairman Level Event

CELEBRATING PARTNERSHIP SUCCESS

Milestone Anniversaries

We are thrilled to recognize the milestone anniversaries of our partner firms! These anniversaries are more than just dates, they reflect your hard work, expertise, and the meaningful impact you've made in the industry and for your clients.

Our mission thrives on the power of partnership. We celebrate your achievements, champion your growth, and are proud to support the successes you've earned.

Here's to many more years of innovation, collaboration, and continued excellence!

10-Year Anniversaries

DBA Name	Advisor Name(s)
Blackbridge Financial - Colen	Terry Colen
Blackbridge Financial - Lansink	Jeff Lansink
Blackbridge Financial - York	Michael York
Harvey Wealth Management	Richard Harvey
Hensley Retirement Planning	Ty Hensley Ansel Huckabee
InVestra	Erin Eiras Victoria Hoch Stephanie Vokral
Marzano Capital Group	Steven Gallo Brandon James Jonathan Marzano Michael Mcgilvary
Palmetto Investment Consultants	John Black John Sloop
Second Half Strategies	Todd Curry

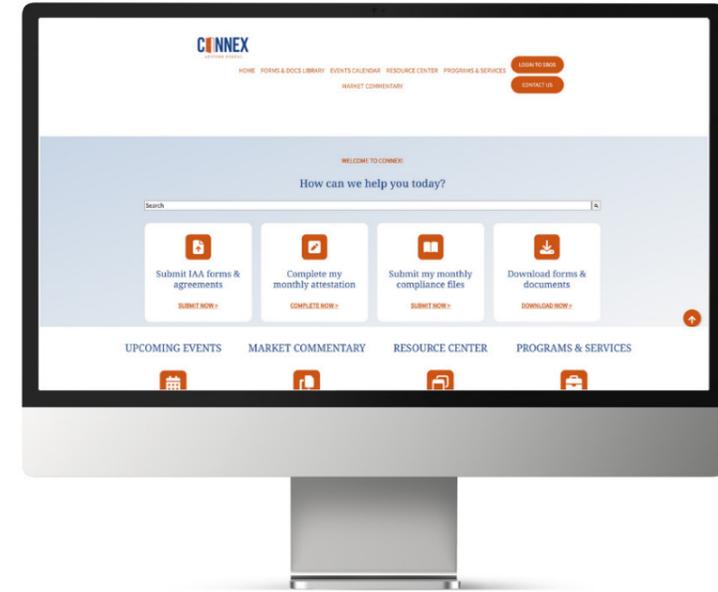
5-Year Anniversaries

DBA Name	Advisor Name(s)
Armfield Wealth	Will Armfield
Blackbridge Financial - Tompkins	Stephen Tompkins
Crossover Point Advisors	Michael Henderson
Designing Wealth	Dwayne Tesseneer
Gaskins Gibson Capital	Stephen Gaskins Knox Gibson
Pine Bend Wealth Management	Clay Blackwell Stephen LaFollette
Tourbillion Financial Advisors	Michael Cohn
Vivant Financial Services	Ryan Mason

REDESIGNED WITH

You in Mind

In May 2025, we announced the launch of the new and improved Connex portal. This updated version makes it easier for you to access the tools, resources, and information you rely on.



1

Modern, Enhanced User Interface

Enjoy a refreshed design that helps you navigate the platform with ease.

2

Streamlined Organization of Information

Quickly access the details that matter with a platform designed for clarity and efficiency.



Visit Connex by scanning the QR code or at iaaconnex.com

Thank you.

The team at IAA sincerely thanks you for your continued partnership and collaboration. We look forward to celebrating even greater success together in 2026!

Contact Us

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