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***ThinkAdvisor* Reports on All Things CAPTRUST**

At the end of December, *ThinkAdvisor* reporter Jeff Berman spoke with a few CAPTRUST MVPs to shore up what separates the firm from the rest of the pack. Berman gets the scoop on CAPTRUST's 10-year plan for setting revenue targets, employee count and satisfaction goals, and plans for giving back to the community.

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"We focus as much on our organic growth as we do on M&A activity," says Wilson Hoyle, managing director and head of the firm's Advisor Group, adding that the ability to grow organically is something "that separates us from other companies similar to us that are trying to grow."

In fact, the firm's 20 years of solid organic growth on top of roughly four to six acquisitions annually has cemented CAPTRUST as one of the largest registered investment advisory firms in the nation. Further, Hoyle says the firm has a phenomenal advisor retention rate, and once a financial advisor joins "they don't leave."

Berman also includes some insights from CAPTRUST Chief Marketing Officer John Curry. The article calls out that the company reinvests 50 percent of its profits each year into its business, and a good part of that includes technology upgrades, according to Curry. These important changes focus on advancing CAPTRUST's interactive retirement readiness tool and upgrades to "back office technology to migrate everything to the cloud," he adds.

To read the article "RIA CAPTRUST Sticking With Growth Plan in 2020, Exec Says" in its entirety, click [here](#).

About CAPTRUST

Founded in 1997 in Raleigh, North Carolina, CAPTRUST is an independent registered investment advisor with more than 650 employees nationwide and \$362 billion in client assets. An employee-owned firm, CAPTRUST provides investment advisory services to retirement plan fiduciaries, endowments, and foundations, and comprehensive wealth planning services to executives and high-net-worth individuals. CAPTRUST's mission is to enrich the lives of its clients, colleagues, and communities through sound financial advice, integrity, and a commitment to service beyond expectation. The firm also operates the CAPTRUST Community Foundation, a charity focused on meeting the needs of underserved children.

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