

CLARITY WEALTH BRINGS IT HOME IN GAINESVILLE

On April 10, Clarity Wealth hosted over 90 parents of University of Florida Football players at Spurrier's Grille in Gainesville, FL. The UF Parent Meet and Greet was a reception-style event designed to introduce Clarity Wealth to the families behind the athletes.

Kurt Maurillo, CFP®, led the evening. As a UF alumnus with four current clients on the team, this was personal for him. "At Clarity, we care about taking care of our clients as if they were our own," Kurt shared. "We provide clarity, confidence, and structure, which allows our athletes to focus on what they do best, on the field and in the classroom."

The room was filled with parents, a few current players, and some prospective football recruits. Guests included former NFL players Earnest Graham and Johnny Townsend, both Clarity Wealth clients, who added their own presence to the evening. Four parent leaders helped organize and shape the guest list, and the night closed with a heartfelt thank you from the parent panel.

The feedback from attendees was strong, and the energy in the room reflected exactly what Clarity Wealth set out to create: genuine connection.

This event is just the beginning. Kurt has his sights set on similar events at USC, Oregon, Texas Tech, and UNC. The message is clear. Clarity Wealth is building something real in the college NIL (Name, Image, and Likeness) space, and this is a cornerstone of the firm's growing Sports and Entertainment division.



TEAM MEMBER NEWS



On May 17, Client Experience Coordinator, Daniella Cosley, cheered on a very special runner at the Girls on the Run 5K at the Waterfront in Homestead, PA.



Her daughter Josie crossed that finish line as part of this incredible program that builds confidence, character, and connection in girls through running and life skills development. We love seeing the strength of our Clarity Wealth team extend beyond the office and into the community. Congratulations to Josie and the whole Cosley family on this achievement!

A Family Affair: Michael Jacoby Joins Clarity Wealth After Earning His Master's in Financial Planning from Texas Tech



Clarity Wealth CEO Keith Jacoby and wife Shannan Jacoby were proud to watch their son, Michael Jacoby, graduate with his Master of Science in Personal Financial Planning from Texas Tech University, which is widely regarded as a national leader in Personal Financial Planning education. Texas Tech's programs include top-ranked undergraduate offerings and one of the largest and most respected graduate programs in the country. We are excited to have Michael join us at Clarity Wealth as our newest Associate Wealth Advisor in Training. Michael's advanced training, commitment to excellence, and passion for serving families make him an exceptional addition to the Clarity Wealth team. We are excited for the expertise and fresh perspective he will bring to our clients and our community.

A New Addition to the Ross Family

Congratulations to Wealth Advisor, Laura J. Ross, CFP®, Managing Director and Wealth Advisor, on the arrival of her grandson Anderson "Sonny" Jonas. Sonny was born on March 27, weighing 7 lbs. 5 oz. and measuring 21 inches long. Big sister Andie, who turns 3 in August, is already on the job. We are so happy for Laura, Julie, Brandon, and the entire Ross family. Welcome to the world, Sonny!

