



Texas-based Element Retirement and Investment Consultants becomes newest 'Powered by Waterloo' Advisory Team

Austin, TX— January 24, 2025— Waterloo Capital (Waterloo), an Austin-based registered investment advisor and fiduciary with \$1.8 billion in assets under management (AUM), and Element Retirement and Investment Consultants (Element), a College Station, TX-based registered investment advisor consultancy, jointly announce that Element is now a 'Powered by Waterloo' firm.

“We reached a stage in Element’s business life cycle where we either had to build out a bigger firm or join someone who had already done it successfully,” said Eric Wylie, Element’s president and wealth manager. “In choosing the latter, we’re joining a firm that has not only shown immense growth in the state of Texas, but around the country. It’s an honor to join the Waterloo team while continuing to serve our clients.”

Element advises on just under \$100 million of client assets and is managed and operated by Wylie and Jarrod Hix, who will continue in their current roles managing their clients’ assets.

“We’re thrilled to have Eric and Jarrod join the Waterloo family,” said Waterloo CEO John Chatmas. “Waterloo’s 360° Critical Infrastructure© helps firms like Element bring previously unavailable resources to their clients. Our Critical Infrastructure consists of the combination of public and private market investment capabilities, family office services, operational support, exceptional client service, and unmatched technology that allows advisors to focus on caring for their clients and growing their business.”

“As Element continued its growth, we decided the best way to serve our clients would be to join forces with a firm that had certain tools and infrastructure in place to accommodate that growth,” said Hix. “Once that decision was made, choosing which firm to connect with was an easy decision. Waterloo provides all the resources we were looking for. We look forward to helping build Waterloo’s next stage in its own life cycle by expanding its presence into College Station.”

This announcement expands Waterloo’s office footprint to seven locations in Texas and the southern United States: Austin, Atlanta, College Station, Dallas, Houston, Waco, and Rogers AR.

About Waterloo Capital

Waterloo Capital is an Austin-based SEC registered investment advisory firm and fiduciary, always acting in the best interest of our clients. Founded in 2013 by John Chatmas, Waterloo's focus and commitment to their clients is to help them accomplish their specific goals and objectives. Waterloo consists of a collaborative team of experts bringing sophisticated solutions to their clients and advisor partners. For more information, please visit WaterlooCap.com.

About Element Retirement and Investment Consultants *Powered by Waterloo*

Element Retirement & Investment Consultants is a fee-only Registered Investment Advisor consultancy located in College Station, Texas. As wealth managers, they look at their clients' entire financial picture, not just their investment assets, in order to develop and implement an inspiring vision of their financial future and a realistic strategy to achieve it. All of this is accomplished through research, experience, and unparalleled attention to relationship and service. For more information, please visit ElementConsultants.com.

For Media Inquiries:

Rex Carlin

206-240-5108

rex@redmtnmedia.com

