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Ronald Blue Trust Becomes Blue Trust

New Name with a New Vision for Growth and Impact

Ronald Blue Trust announced that it was changing its name to Blue Trust. The new name continues to honor its founder, Ron Blue, and the legacy he built while also indicating its dedication to innovation, growth, and impact. The firm remains committed to upholding the high standards that have made it successful over the past four decades. The firm believes that Blue Trust reflects their strong foundation and deep roots while also communicating their vision for the future with a more succinct name, a focus on growth and impact and a modernized brand image.

Typically, updating a brand is not just about choosing a new name; it's about refining a company's image and messaging to reflect their uniqueness and what they stand for. Blue Trust wants to continue being a trusted partner who understands the needs of their clients and always provides exceptional service. The new brand will reflect this commitment to excellence while also being visually appealing and memorable.

Blue Trust was the result of many discussions over the past few years with its stakeholders – including employees, clients, and partners. As part of the process, they surveyed numerous clients last December, and an overwhelming majority (98%) said that a new name would not impact their opinion, trust, or working relationship with the company.

“By staying true to our legacy and values while embracing innovation and modernity, we can strengthen our organization for continued growth, success, and Kingdom impact,” commented Nick Stonestreet, CEO. “We are proud of our past and excited about our future, and we look forward to the opportunities that lie ahead as Blue Trust!”

To learn more about Blue Trust, please reach out to the firm at info@bluetrust.com.

About Blue Trust

With over \$14.5 billion of assets under advisement and a nationwide network of 17 offices, Blue Trust offers comprehensive financial services and objective advice to 10,500 clients across the wealth spectrum in all 50 states. (as of 06/30/23 and subject to change). 17703166-12-23

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