

Blue Trust Celebrates \$1 Billion Invested in Alternatives on iCapital® Platform

Milestone highlights growing interest among independent wealth firms and their high-net-worth clients for alternative investments

New York, NY [September 24, 2024] — [Blue Trust](#), a wealth management and trust services firm, today announced a significant milestone in its relationship with [iCapital](#)¹, the global fintech platform driving access to alternative investments for the wealth management industry: Blue Trust's clients have now brought \$1 billion onto the iCapital platform, underscoring the growing interest and demand for alternative investments among independent wealth firms and their high-net-worth clients.

This collaboration began in 2019 when Blue Trust approached iCapital to explore ways to expand the wealth and trust service firm's alternative investment offerings and provide its clients with access to institutional-quality investment opportunities. iCapital created a customized, end-to-end solution to simplify the management of alternative investments, from subscription and administration to operational and reporting processes. As part of this solution, Blue Trust advisors also gained access to [education](#) and a comprehensive suite of research, due diligence, and educational materials, empowering them to make more informed investment decisions on behalf of their clients.

"Our relationship with iCapital has been instrumental in expanding our alternative investment offerings and providing our clients with access to institutional-quality investment opportunities," said Brian McClard, Chief Investment Officer at Blue Trust. "We look forward to continuing our collaboration and achieving even greater success together."

Armed with the right innovative tools and technologies, Blue Trust has been able to quickly scale its alternatives business.

"We are thrilled to celebrate Blue Trust's incredible achievement of surpassing \$1 billion invested on the iCapital platform. This milestone is a testament to their trust in our capabilities and our commitment to delivering exceptional investment opportunities," said [Steve Houston](#), Managing Director and Co-Head of iCapital Solutions. "Together, we are shaping the future of financial growth and success of their advisors and clients."

A growing trend

As wealth advisors continue to play an increasingly important role in our financial world, alternative investments also play an increasingly important role in client portfolios. According to new [research](#)², private market assets under management (AUM) is set to grow by a nearly 9% compound annual growth rate (CAGR), reaching \$60 trillion by 2032, more than twice the rate of public market AUM. Rising interest and activity from individual investors will cause the overall share of retail AUM to increase from 16% in 2022 to 22% in 2032.

During the first half of 2024, 170 new wealth management firms have partnered with iCapital to increase access to alternative investments and reduce the complexity of managing those investments. Currently, more than 75% of the top 50 largest RIAs ranked by AUM use iCapital Marketplace to power their alternatives business.

iCapital remains committed to supporting wealth firms with cutting-edge technology and unparalleled access to alternative investment strategies. To learn more about how wealth managers are benefitting from iCapital's customizable platform solution, [click here](#).

¹. *iCapital, Inc. and its affiliates (together, "iCapital")*

². *Bain & Company estimates that private market assets under management (AUM) will grow by a nearly 9% compound annual growth rate (CAGR) through 2033, more than twice the rate of public market AUM. Similarly, rising contributions from retail investors will cause the retail AUM share to rise from 16% in 2022 to 22% in 2032. August 2024.*

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