



| Explosive Growth in Action

Arax Investment Partners

Arax Investment Partners has built \$28 billion in AUM in only three years—an extraordinary example of what’s possible when a firm aligns marketing, sales, branding, and advisor enablement into a high-leverage growth system.

While their approach is unique, Arax shares a mindset with other top-performing firms: modern growth is driven by repeatable campaigns, strategic data utilization, and deeply aligned partnerships.



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Unifying Brand, Content, and Deployment

Founded just three years ago, Arax Investment Partners has grown from \$0 to \$28 billion in AUM by acquiring and scaling high-performing wealth management teams. But that scale hasn't diluted their focus on quality organic growth.

"Our advisors have traditionally relied on referrals, but we've made a commitment to building programmatic, repeatable organic marketing initiatives," said William Cerynik, Director of Brand Development. "We're now streamlining how we deliver those programs across three verticals—Ashton Thomas Private Wealth, U.S. Capital Wealth, and Arax Advisory Partners—with vertically branded but centrally managed content and tools."

One example: Ashton Thomas advisors have seen strong results from curated prospecting events that bring together clients and their networks. These community-based campaigns, paired with relevant follow-up content, have helped convert ultra-high-net-worth prospects through trust and familiarity.

Cerynik emphasized their approach to scaling what works: "We're beginning to identify successful organic growth initiatives from specific teams and codify them into playbooks that can be distributed across the broader Arax ecosystem."

At the center is what Cerynik calls a streamlined deployment chassis. "We've spent the last several months working with Snappy Kraken to re-skin and unify content delivery through our brand standards. The goal is to empower advisors with turnkey, market-specific content that looks, feels, and performs like it was built in-house."



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The Snappy Kraken Partnership:



Empowering Scalable Growth

For Arax, Snappy Kraken has been more than a marketing platform—it is a strategic partner in building and scaling a Modern Growth Stack. As William Cerynik, Director of Brand Development, explained:

“Snappy Kraken has been terrific in adapting to our needs, especially around brand unification. We’re reimagining how the platform is used across our enterprise, and they’ve rolled up their sleeves to help us make it work.”



The Takeaway

Modern growth for financial advisory firms isn’t accidental—it’s engineered. Arax is proving how scalable playbooks, unified execution, and strong partnerships fuel rapid growth.



Ready to Modernize Your Growth Stack?

Snappy Kraken’s enterprise platform powers advisor growth with centralized content control, automated lead engagement, and full-funnel visibility

[EXPLORE THE PLATFORM](#)



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