Accelerate Partners Launches Accelerate APEX, an Owner-Led Growth Platform for Elite Trusted Advisors

Accelerate APEX creates a fourth layer in the channel landscape, filling the whitespace between independence and institutional consolidation.

PALM BEACH GARDENS, FL, UNITED STATES, September 9, 2026 /EINPresswire.com/ -- Accelerate Partners today announced the launch of Accelerate APEX, a next-generation technology advisor platform built for high-performing independent advisors who have outgrown a solo practice but do not want to be absorbed by an institutional consolidator. APEX pairs enterprise-grade sales, marketing, revenue operations, and technical infrastructure with owner-led governance, giving advisors the leverage of a scaled platform while they keep their independence and their clients.

> The advisors we want are not looking for an exit, they are looking for leverage."
>
> *JP Panzica, Founder & CEO, Accelerate Partners*

The channel has operated in three layers. Technology Service Distributors such as Telarus, AVANT, and Intelisys form the scale layer, supplying portfolios, engineering enablement, and commissions to thousands of advisors. Private-equity-backed platforms form the consolidation layer, acquiring established firms under an investor return mandate. Independent trusted advisory firms form the build layer, where strong sellers operate with little or no staff and eventually plateau. Accelerate APEX is creating the fourth layer, filling the whitespace in the channel landscape.

That fourth layer is a growth partnership model. APEX clears business through TSDs and direct supplier agreements, uses Accelerate's Capital for acquisitions, recruits and incubates smaller

advisory firms, and keeps decisions owner-led and advisor-first.

“APEX is not another master agent and it is not mini private equity,” said JP Panzica, CEO and Founder of Accelerate Partners. “It is an owner-led operating platform for ambitious trusted advisors. We built the infrastructure an independent advisor cannot build alone, and we kept the decisions with the people who still answer to clients, employees, and advisors.”

Addressing the Advisor Growth Ceiling

Independent advisors routinely plateau between $500,000 and $1 million, and the constraint is rarely capability. It is infrastructure. Client meetings, proposals, supplier management, and renewals all route through one person, and that dependency becomes the ceiling. Clients, meanwhile, assume their advisor carries team depth an independent practice cannot always deliver. APEX closes that gap.

Advisors plug into a HubSpot-based CRM for pipeline and campaign management, structured sales support, revenue operations for conversion and forecasting, post-sales project management through go-live, a supplier ecosystem spanning cybersecurity, cloud, and AI, and an operating executive team drawn from former CRO, CIO, and CISO roles.

An AI and Revenue Engine Built for Predictability

AI agents automate commission tracking, workflow, and reporting, and the RPM system gives advisors and their subagents transparent visibility into earnings. Power BI dashboards track sales velocity, lead nurturing, install status, and revenue trends, with a formal sales cadence on top so organic growth becomes repeatable.

Proof That Platform Leverage Compounds

The model is proven inside the firm: one advisor joined with no book, no pipeline, and limited infrastructure, then used the platform to build a recurring book worth more than $4 million in enterprise value.

In a second engagement, the firm worked alongside an incumbent advisor at a healthcare system with more than 35,000 connected devices, serving as virtual CISO and procurement quarterback through a cybersecurity RFP. An enterprise-grade MSSP was selected, the engagement produced $150,000 in new supplier monthly recurring revenue, and the originating advisor kept the relationship intact.

Multiple Paths to Growth

APEX offers more than one way forward, not a single forced outcome. An advisor can join under the Accelerate brand and scale through shared systems, structured onboarding, and technical

team selling. An advisor can also keep their own brand and partner with the platform on specific opportunities that sit outside their expertise, such as cybersecurity or AI. And an advisor ready for succession can pursue a liquidity path through Accelerate's Capital with continuity for clients.

Availability
Accelerate APEX is available now to qualified advisors. Learn more at www.time2accelerate.com, call 561-291-6422, or write to sales@time2accelerate.com.

About Accelerate Partners
Accelerate Partners is an owner-led technology advisory firm founded and led by former MSP and MSSP operating executives, with expertise across cybersecurity, cloud, financial services, enterprise IT, and AI. The firm is a Partner Advisory Council member, with recognitions including the Telarus Million-Dollar Rockstar Club, Telarus Top 20 Advisor, and the Inc. 5000.

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