Verlo raises $4.5 million to help RIAs save thousands of hours of admin work

Verlo, the AI operating system for Registered Investment Advisors and wealth management firms, has raised a $4.5 million seed round led by Staircase Ventures.


Brent Pretty, CEO & Founder, Verlo

ST. JOHN'S, CANADA, November 16, 2026 /EINPresswire.com/ -- (November 16, 2026) Verlo, the AI operating system for wealth management firms, announced today that it has raised a $4.5 million CAD seed round led by Staircase Ventures. Pelorus VC is a returning investor, joined by angel investors that include founders and key executives from Verafin, the Newfoundland-based financial crime-fighting software company acquired by Nasdaq in 2020 for $2.7 billion. Verlo is providing the AI foundation that Registered Investment Advisors (RIAs) and wealth management firms need to save thousands of hours on administrative labor and grow their book of business without adding operational overhead.

> Verlo gave us what we couldn't find anywhere else: an AI agent in a secure and compliant environment with access to our actual client data. It's quickly becoming our go-to operating system."
>
> *Michael Carson, Chief Operating Officer, Hurlow Wealth Management Group*

"Verlo gave us what we couldn't find anywhere else: an AI agent in a secure and compliant environment with access to our actual client data," says Michael Carson, Chief Operating Officer at Hurlow Wealth Management Group. "Information that used to be scattered in separate systems is now all in one place. We can get answers instantly just by asking the chat, and prompt what happens next, which our CRM can't do. It's quickly becoming our go-to operating system we use to orchestrate everything."

"Our customers are independent advisors and wealth management firms who are weighed down by tedious admin. Verlo is the AI operating system that frees up their time to focus on growth, not paperwork," says Brent Pretty, Verlo's CEO and Founder.

“Legacy wealth management tools are beginning to introduce AI, but they feel more like add-ons to existing workflows rather than integrated technology that will fundamentally transform how their firm operates,” he explains. “They keep data siloed, which sets AI agents up for failure. Any answers they give will be useless because the source can’t be trusted,” Pretty explains. “Verlo solves this problem by pulling in and reconciling data across a firm’s custodian, CRM, document storage, calendar, and email, creating a single source of truth for our agents to work with.”

Pretty is an alumnus of Verafin, where he led AI workflow automation before founding Verlo in 2024. “At Verafin, I learned that in regulated industries, trust is the product. Customers adopt new technology only when they’re confident it meets their compliance obligations,” says Pretty. “Wealth management is at that same inflection point with AI today. We’ve built something that gives firms the efficiency gains they’re looking for without asking them to compromise on data privacy or oversight.”

The new funding will go towards strengthening the product’s capabilities, expanding Verlo’s team in St. John’s, and accelerating growth across the United States.

“Verlo has the product, team and traction to win. When we met Brent, we were immediately impressed by his tenacity, vision, bias for action, and understanding of the nuances of building great products in heavily regulated industries. The team is dedicated to helping wealth management firms stay focused on their clients by reducing their administrative overhead,” says Janet Bannister, Managing Partner at Staircase Ventures.

“We invested in Verlo because Brent combines the resilience and ambition of an exceptional founder with a deep understanding of the market he’s building for,” says Chris Moyer, Managing Partner at Pelorus VC. “He has a compelling vision for the future of AI in wealth management, and the team is moving quickly to bring it to life. We’ve been impressed by their early traction and believe the opportunity ahead is significant.”

To learn more about Verlo or request a demo, visit www.verlo.finance.

About Verlo
Verlo is the compliant AI operating system for wealth management firms. By making every client profile and interaction searchable and referenceable by AI agents, Registered Investment Advisors are using Verlo to automate their admin work, grow their book of business, and govern AI usage firm-wide, in less time and without increasing admin overhead.

About Staircase Ventures
Staircase Ventures leads seed-stage rounds into Canada’s highest potential tech companies, with unparalleled dedication to accelerating founders’ development and performance. They invest primarily in B2B software companies that are leveraging technology to deliver radically improved efficiency or effectiveness to their customers.

About Pelorus VC
Pelorus VC is a venture capital fund focused on investing in Newfoundland and Labrador-based, pre-seed innovation companies. They partner early and work closely with founders as an active advisor to help them commercialize their product and services, while providing venture returns for the investors.

Teresa Harris
Verlo
teresa.harris@verlo.finance

This press release can be viewed online at: https://www.einpresswire.com/article/956551815

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.
© 1995-2026 Newsmatics Inc. All Right Reserved.