

PRESS RELEASE

FOR IMMEDIATE RELEASE

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Berry Smart Money Advisors Launches Bold New Brand Identity to Empower Microbusiness Owners and Millennials

New financial advisory brand promises accessible, practical guidance with a clear commitment: “Smart decisions start here.”

WESTWOOD, MA – May 1, 2026 – Berry Smart Money Advisors, a financial advisory firm operating as a DBA of Berry Business Ventures, LLC, today officially announced the launch of its new brand identity — a major milestone designed to better serve microbusiness owners and millennials seeking accessible, real-world financial guidance. The rebrand marks a defining new chapter for founder Greg Berry and signals the firm’s bold commitment to meeting underserved audiences where they are.

The Problem Being Solved

Too many microbusiness owners are left to navigate financial decisions without the resources available to larger companies, while millennials face an increasingly complex financial landscape with few trustworthy guides. According to the U.S. Small Business Administration, there are over 33 million small businesses in the United States — the vast majority of which are microbusinesses with fewer than 10 employees. Yet access to quality financial advisory services for this segment remains critically limited.

Berry Smart Money Advisors was founded to close that gap — delivering clarity, actionable advice, and empowering financial education directly to those who need it most.

Brand Identity and Visual Direction

At the heart of the new brand is a compass-inspired logo symbolizing guidance and direction in financial decision-making. The visual identity is anchored by a clean navy and red color palette chosen to convey trust, energy, and confidence. Every design element reflects the firm's client-first philosophy.

The tagline — *"Smart decisions start here"* — encapsulates the belief that great financial outcomes begin with informed choices. The brand identity was designed to feel approachable and credible, breaking away from the intimidating, jargon-heavy image that often characterizes traditional financial advisory firms.

VISUAL ASSET NOTE — FOR MEDIA USE:

High-resolution versions of the Berry Smart Money Advisors logo and brand imagery are available upon request. Please contact

greg@berrysmartmoney.com

to obtain press-ready image files in PNG and SVG formats.

Launch Campaign and Community Building

The rebrand launches with an immersive 30-day LinkedIn campaign featuring daily content across five core pillars: brand storytelling, financial education, myth-busting, client success spotlights, and behind-the-scenes looks at building the firm from the ground up. The campaign is designed to build an engaged community, spark meaningful conversation, and establish trust with the target audience of microbusiness owners and millennials ready to take control of their financial futures.

Follow the journey and join the conversation on LinkedIn: <https://www.linkedin.com/company/berry-smart-money>

A Word from the Founder

"I didn't start Berry Smart Money Advisors to sell products — I started it to help people make smarter decisions about their money. Whether you're a microbusiness owner figuring out your next move or a millennial trying to build real wealth, this brand was built for you. We're here to make financial guidance feel less like a luxury and more like a right."

— Greg Berry, Founder, Berry Smart Money Advisors

Looking Ahead

Berry Smart Money Advisors is focused on building a trusted advisory brand that meets clients where they are — online, on social media, and in the communities they live and work in. The firm plans to deliver practical tools, educational content, and personalized guidance that empowers individuals and small business owners to move forward with confidence. This launch is just the beginning.

For more information, visit: www.berrysmartmoney.com

About Berry Smart Money Advisors

Berry Smart Money Advisors, a DBA of Berry Business Ventures, LLC, is a financial advisory firm headquartered in Westwood, MA, specializing in accessible, practical financial guidance for microbusiness owners and millennials. Founded by Greg Berry, the firm is built on the belief that every person — regardless of business size or income level — deserves trusted, clear-headed financial advice. Berry Smart Money Advisors is committed to empowering clients with the knowledge, tools, and confidence to make smarter decisions about their money.

Connect with Berry Smart Money Advisors on LinkedIn: <https://www.linkedin.com/company/berry-smart-money>

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