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Broward wealth advisory company forms private equity division

By Ashley Portero

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BlueKey Wealth Advisors now has a private equity division.

The Hollywood-based firm this week formed BlueKey Equity Partners, which will focus on private lending, real estate and business investments in small and mid-capital growth companies.

"We assist in providing capital, innovative solutions and strategic expertise to our portfolio throughout the investment cycle," Amaury Cifuentes, one of the firm's founders, said in a statement. "The extensive experience of our professional team allows us to implement a rigorous process to identify 'best in class' opportunities in our focus areas."

In addition to Cifuentes, the firm's partners include Kenneth C. Brown, formerly managing director and partner at One Equity Partners, the private equity division of JPMorgan Chase; Henry Buzgon, VP of Eastern Quality Foods; Felix E. DeHerrera, co-founder of the Southwest Alliance of Asset Managers and Alterra Home Loans; Manny Fadruga, previously VP at Charles Schwab; and Michael H. Muehlenfeld, former president of United Mile Fleet, a vehicle supplier for rental car companies.

Cifuentes is also managing partner of BlueKey Wealth Advisors.

South Florida leads the Sunshine State in private equity firms and private equity-backed deals, according to a June analysis from Cassel Salpeter & Co.

The region accounted for 39.7% of the state's private equity deals in the first half of 2019.