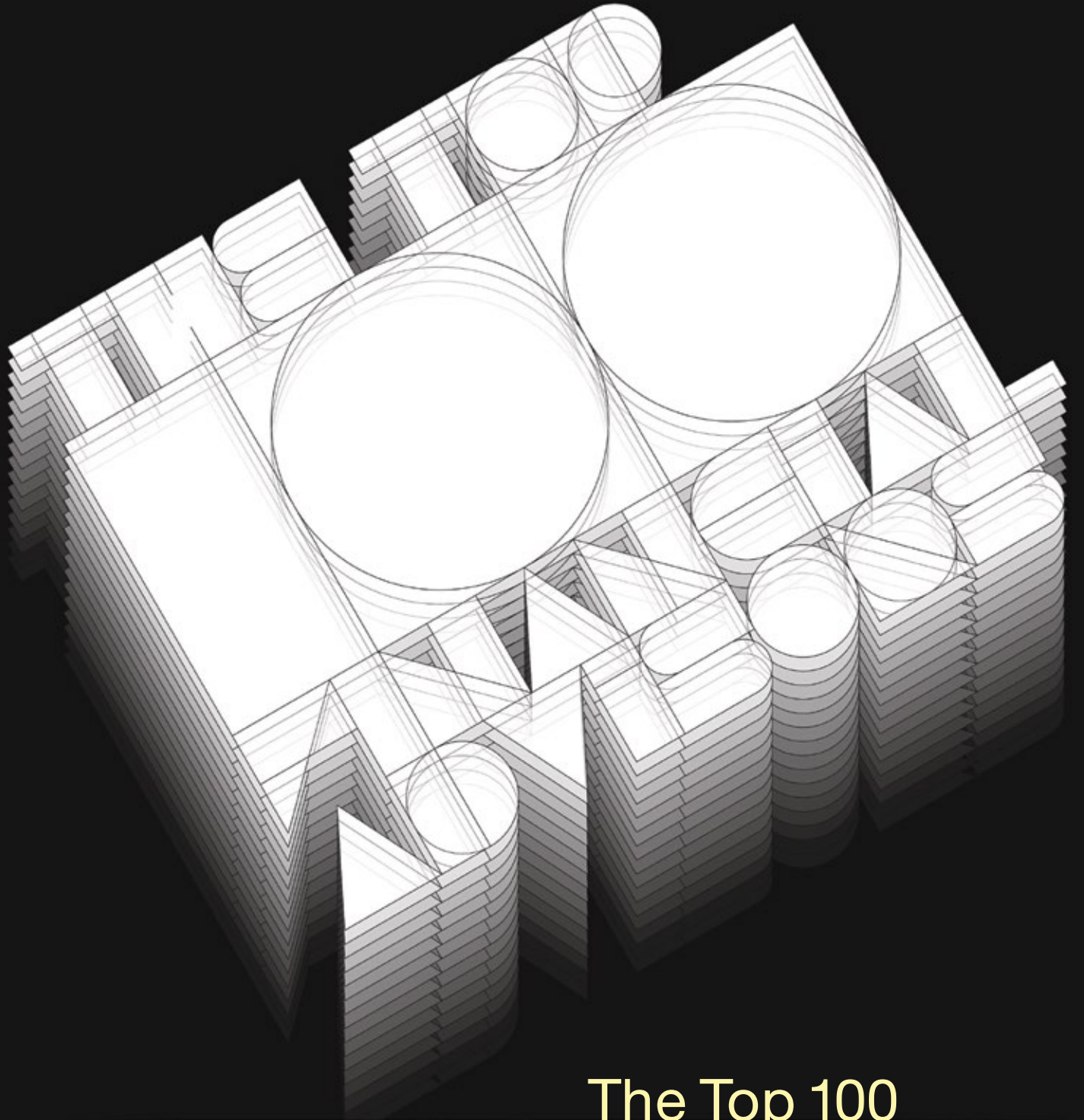


April 23, 2018

# BARRON'S



The Top 100  
Financial Advisors

## Top 100 Financial Advisors

Here are America's top financial advisors, as identified by Barron's. The ranking reflects the volume of assets overseen by the advisors and their teams, revenues generated for the firms and the quality of the advisors' practices. The scoring system assigns a top score of 100 and rates the rest by comparing them with the top-ranked advisor. A ranking of "N" indicates the advisor was not ranked in the specified year.

'18	'17	Name	Firm	City	Individuals (<\$1m)	High Net Worth (\$10m+)	Ultra High Net (\$10m+)	Foundations	Endowments	Institutional	Total Assets (\$mil)	Typical Account (\$mil)	Typical Net Worth (\$mil)	Score
1.	3.	Lyon Polk	Morgan Stanley PWM	New York		•	•	•			\$13,230	\$50	\$100	100.000
2.	2.	Gregory Vaughan	Morgan Stanley PWM	Menlo Park, Calif.		•	•	•	•		20,377	75	150	99.983
3.	1.	Andy Chase	Morgan Stanley PWM	Menlo Park, Calif.	•	•	•			•	36,800	10	30	99.977
4.	4.	Brian Pfeifler	Morgan Stanley PWM	New York		•	•	•	•		11,600	50	100	99.843
5.	5.	Mark T. Curtis	Morgan Stanley Graystone	Palo Alto	•	•	•	•	•	•	77,464	15	30	99.799
6.	7.	Shelley Bergman	Morgan Stanley Wealth Mgmt	New York		•	•	•	•	•	6,500	15	50	98.582
7.	8.	Jeff Erdmann	Merrill Lynch PBIG	Greenwich			•				6,469	40	60	97.752
8.	12.	Karen McDonald	Morgan Stanley Wealth Mgmt	Palo Alto	•	•	•			•	52,392	3	10	97.208
9.	16.	Robert J. Skinner II	First Republic Inv Mgmt	Palo Alto		•	•	•			10,440	10	50	97.158
10.	36.	Jon Goldstein	First Republic Inv Mgmt	Palo Alto		•	•				8,786	50	100	96.842
11.	11.	Mark Douglass	Morgan Stanley PWM	Menlo Park, Calif.		•	•	•	•		20,377	75	150	96.763
12.	6.	Richard Saperstein	Treasury Partners	New York		•	•	•		•	11,460	10	15	96.496
13.	10.	Ron Basu	Morgan Stanley PWM	New York			•	•		•	3,950	10	100	95.701
14.	32.	Eric Gray	Merrill Lynch PBIG	Los Angeles		•	•				11,700	60	80	95.685
15.	55.	Mark Schulten	Wells Fargo Advisors	Long Beach, Calif.	•	•	•			•	3,370	3	5	95.383
16.	14.	Kevin Peters	Morgan Stanley Wealth Mgmt	Purchase, N.Y.		•	•			•	7,380	14.8	39.5	95.283
17.	23.	James Atwood	Merrill Lynch PBIG	Boston		•	•				4,540	50	100	95.273
18.	13.	Steven Hefter	Wells Fargo Advisors	Highland Park, Ill.		•	•				6,000	15	20	95.091
19.	26.	Seth Finkel	Neuberger Berman	New York		•	•			•	3,064	10	20	95.002
20.	9.	Drew Zager	Morgan Stanley PWM	Los Angeles			•				10,570	60	200	94.984
21.	83.	Marvin McIntyre	Morgan Stanley PWM	Washington, D.C.	•	•	•	•			3,428	7.5	25	94.825
22.	24.	Michael Klein	Baird	Milwaukee, Wis.	•	•	•	•	•		11,962	27	35	94.598
23.	N	Ron Vinder	Morgan Stanley Wealth Mgmt	New York			•	•			6,109	50	150	94.040
24.	N	Alan Zafran	First Republic Inv Mgmt	Palo Alto		•	•	•			10,440	12	40	93.602
25.	28.	Raj Sharma	Merrill Lynch PBIG	Boston			•				6,321	10	15	93.431
26.	31.	David Hou	First Republic Inv Mgmt	Los Angeles		•	•	•			7,631	40	100	93.178
27.	33.	Thomas Moran	Wells Fargo Advisors	Naples, Fla.	•	•	•			•	4,212	5	25	93.177
28.	42.	Dorian McKelvy	Morgan Stanley Wealth Mgmt	Menlo Park, Calif.	•	•	•				6,450	2	2.5	92.644
29.	30.	Ed Moldaver	Stifel	New York		•	•				6,100	10	20	92.378
30.	29.	Patrick Dwyer	Merrill Lynch PBIG	Miami		•	•				3,768	25	40	92.376
31.	15.	Rod Westmoreland	Merrill Lynch PBIG	Atlanta			•				4,831	34	50	92.371
32.	17.	Scott Wilson	Morgan Stanley PWM	New York	•	•	•				6,028	7.5	10	92.305
33.	47.	Stephan Cassaday	Cassaday & Co.	McLean, Va.	•	•	•				2,593	1.5	2	92.292
34.	21.	Peter Princi	Morgan Stanley Graystone	Boston		•	•	•	•	•	5,655	7.5	20	92.290
35.	22.	Paul Tashima	UBS Financial Services	Chicago			•	•		•	25,201	78	100	92.243
36.	60.	Troy Griep	Morgan Stanley PWM	San Francisco	•	•	•	•			8,806	30	50	91.530
37.	44.	Wm. Craig Dobbs	Morgan Stanley Graystone	Indianapolis			•			•	26,072	243.64	199.92	91.278
38.	18.	Robert Stolar	Morgan Stanley PWM	New York			•	•	•		2,980	50	75	91.201
39.	48.	Andrew Burish	UBS Financial Services	Madison, Wis.	•	•	•				4,663	2	3	91.166
40.	38.	James Wallace	Merrill Lynch Wealth Mgmt	Atlanta	•	•	•	•	•	•	76,685	4210	9500	90.750
41.	N	Gregg Fisher	Gerstein Fisher	New York	•	•	•	•	•	•	2,498	1.51	3.98	90.675
42.	45.	Martin Halbfinger	UBS Financial Services	New York		•	•	•		•	3,865	20	35	90.550
43.	34.	Joseph Montgomery	Wells Fargo Advisors	Williamsburg, Va.		•	•	•	•	•	12,594	7	15	90.510
44.	20.	Robert Scherer	Morgan Stanley Graystone	Potomac, Md.		•	•	•	•	•	8,300	25	25	90.396
45.	52.	Phil Scott	Merrill Lynch Wealth Mgmt	Bellevue, Wash.		•	•				3,107	5	20	90.228
46.	98.	Rich Hassan	Alex.Brown / Raymond James	Greenwich		•	•				5,700	51	100	90.094
47.	25.	Richard F. Connolly	Morgan Stanley PWM	Boston	•	•	•	•	•	•	7,755	15	25	85.994

Barron's publishes four financial advisor rankings each year: The Top 100, The Top 100 Women, The Top 100 Independents, and The Top 1,200, which is a state-by-state list. The process of being ranked in Barron's starts with filling out a detailed online survey. For information about our nominations process and the online survey, please contact Jennifer Pedone, manager of FA Research: Jennifer.Pedone@barrons.com

'18	'17	Name	Firm	City	Individuals (<\$1m)	High Net Worth (\$10m+)	Ultra High Net (\$10m+)	Foundations	Endowments	Institutional	Total Assets (\$mil)	Typical Account (\$mil)	Typical Net Worth (\$ mil)	Score
48.	35.	L. Marc Shegoski	UBS Financial Services	Princeton, N.J.		•	•	•		•	23,014	21	89	85.937
49.	57.	William Peterson	Neuberger Berman	New York		•	•				1,839	6.5	13	85.920
50.	46.	Alan Whitman	Morgan Stanley Wealth Mgmt	Pasadena	•	•	•				2,724	5	15	85.835
51.	19.	R. Christopher Errico	UBS Financial Services	New York		•	•				\$2,248	\$10	\$50	85.667
52.	68.	Paul Tramontano	First Republic Inv Mgmt	New York		•	•	•			8,786	40	100	85.655
53.	61.	John Cultra	William Blair & Co.	Chicago		•	•	•			2,804	17.5	25	85.630
54.	56.	Richard Szalc	Neuberger Berman	Dallas		•	•				1,814	12.5	20	85.602
55.	59.	James Hansberger	Morgan Stanley Wealth Mgmt	Atlanta		•	•	•			2,513	40	60	85.501
56.	67.	Louis Paster	UBS Financial Services	Chicago		•	•	•		•	25,201	78	100	85.452
57.	40.	Noel Weil	Merrill Lynch PBIG	New York		•	•				11,288	15	50	85.425
58.	N	Michael Jefferies	UBS Financial Services	Kansas City	•	•	•			•	4,035	1	3	85.320
59.	50.	Peter Rohr	Merrill Lynch PBIG	Philadelphia		•	•				4,435	32	100	85.205
60.	75.	Richard Jones	Merrill Lynch PBIG	Los Angeles		•	•	•	•		15,374	50	75	85.190
61.	84.	Reza Zafari	Merrill Lynch PBIG	Los Angeles		•	•	•	•		15,374	50	75	85.020
62.	65.	Brian Frank	Morgan Stanley PWM	Atlanta		•	•	•			1,834	5	20	84.986
63.	63.	Steven Grill	Alex.Brown / Raymond James	New York		•	•				12,500	15	20	84.978
64.	N	Chad Evans	Morgan Stanley Wealth Mgmt	Newport Beach, CA		•	•			•	11,458	150	500	84.977
65.	69.	Adam Carlin	Morgan Stanley PWM	Coral Gables, Fla.		•	•	•			2,578	17.5	25	84.946
66.	64.	Bill Grous	Alex.Brown / Raymond James	New York		•	•				12,500	15	20	84.908
67.	39.	Douglas Braff	UBS Financial Services	New York	•	•	•				9,204	5	20	84.880
68.	N	Scott Stackman	UBS Financial Services	New York		•	•	•	•		3,809	50	100	84.865
69.	85.	Francis X. Malone	Morgan Stanley PWM	Los Angeles		•	•				4,812	25	75	84.792
70.	79.	Michael Sawyer	Morgan Stanley PWM	New York		•	•				2,112	50	100	84.760
71.	N	Michael Gallagher	Morgan Stanley Wealth Mgmt	Chicago	•	•	•			•	3,341	1.5	5	84.715
72.	51.	Gary Tantleff	UBS Financial Services	Warren, N.J.		•	•				4,344	9.03	10	84.585
73.	37.	William Greco	UBS Financial Services	Hartford, Conn.	•	•	•			•	4,060	10	15	84.560
74.	71.	Leigh Cohen	Merrill Lynch PBIG	New York		•	•				11,288	15	50	84.533
75.	54.	Jonathan Kass	Merrill Lynch Wealth Mgmt	New York	•	•	•			•	5,492	10	25	84.465
76.	N	Kevin Grimes	Grimes & Co.	Westborough, MA	•	•	•				2,414	3	10	84.415
77.	N	Brian Hahn	Neuberger Berman	Chicago		•	•				1,700	20	50	84.414
78.	81.	Deborah Howard	Merrill Lynch Wealth Mgmt	Atlanta	•	•	•	•	•		76,685	4210	7000	84.340
79.	N	Bruce Lee	Merrill Lynch PBIG	Chicago	•	•	•			•	2,921	40	100	84.265
80.	43.	Gus Roessler	Morgan Stanley PWM	New York		•	•	•	•		2,896	85	100	84.240
81.	N	Jason Katz	UBS Financial Services	New York	•	•	•				2,355	10	15	84.238
82.	88.	David Singer	Merrill Lynch PBIG	Cincinnati		•	•				3,312	13	25	84.237
83.	76.	Thomas Parks	Morgan Stanley Graystone	Milwaukee		•	•	•	•		9,461	75	75	84.235
84.	N	Nicholas Kavallieratos	Morgan Stanley Wealth Mgmt	New York	•	•	•	•	•		2,980	15	35	84.180
85.	74.	Dana Jackson	Morgan Stanley Graystone	Menlo Park, Calif.		•	•	•			36,800	30	45	84.175
86.	90.	Shawn Fowler	Morgan Stanley PWM	Denver		•	•			•	2,176	35	79	84.075
87.	N	Drew Freides	UBS Financial Services	Los Angeles		•	•	•			4,058	35	50	84.040
88.	N	Holly Newman Kroft	Neuberger Berman	New York		•	•	•	•		1,700	8	15	84.020
89.	77.	Susan Kaplan	Kaplan Financial Services	Newton, Mass.		•	•				1,840	3.5	11	84.017
90.	N	Russell Rabito	UBS Financial Services	New York		•	•				3,963	10	15	84.005
91.	N	Charles H. Mulfinger II	Morgan Stanley Graystone	Tampa	•	•	•			•	6,274	9.2	11	83.920
92.	95.	Brian Strachan	Morgan Stanley PWM	Boston		•	•	•			1,999	10	15	83.905
93.	N	Jim Detterick	Morgan Stanley Graystone	New York		•	•			•	8,194	5	10	83.805
94.	N	Thomas Wilson	William Blair & Co.	Chicago		•	•				2,288	10	15	83.735
95.	80.	Jeffrey Kobernick	UBS Financial Services	New York		•	•	•			7,217	31	50	83.705
96.	66.	John Olson	Merrill Lynch Wealth Mgmt	New York		•	•				2,345	8	15	83.690
97.	N	Mark Sear	First Republic Inv Mgmt	Los Angeles		•	•	•			7,631	15	40	83.675
98.	82.	Robert Sechan	UBS Financial Services	New York		•	•	•			7,217	31	50	83.560
99.	72.	Steve Levine	UBS Financial Services	Los Angeles		•	•	•			3,251	15	30	83.555
100.	N	Shawn Rubin	Morgan Stanley PWM	New York		•	•				2,724	10	25	83.532

## Top 50 Institutional Consultants

Many of the nation's top wealth management teams specialize in investing for large organizations—pension plans, university endowments, charitable foundations and the like. These teams also serve individual investors, many of whom want institutional-style oversight of their investments. This is our fourth annual institutional consultant ranking.

'18	'17	Firm	Location	Parent Company	Key Advisors	Team IC Assets (bil)
1	2	UBS Institutional Consulting, Atlanta	Atlanta	UBS Financial	Earle Dodd, Scott Olsen, Allen Wright	\$15.20
2	4	Retirement Benefits Group	San Diego	LPL Financial	Larry Deatherage, Anthony Franchimone, Sean Ciemiewicz	14.3
3	1	Graystone Consulting, Dobbs Group	Indianapolis	Morgan Stanley	William Craig Dobbs	26.3
4	3	Sheridan Road Financial	Northbrook, Ill.	Independent	Jim O'Shaughnessy, Daniel Bryant	12.7
5	N	Team Schott	Hollywood, Fla.	Captrust	Stephen Schott	11.8
6	N	Team Esch	Minneapolis	Captrust	Dan Esch	18.9
7	15	Graystone Consulting, Stephans, Van Liew & Oiler Group	Chicago	Morgan Stanley	Linda Stephans, Kristina Van Liew, Erik Oiler	5.3
8	N	Graystone Consulting, Messner Group	Birmingham, MI	Morgan Stanley	William Messner, John Krakowiak, Jason May	7.5
9	13	Graystone Consulting, Columbus, Ohio	Columbus	Morgan Stanley	Michael Rosloniec, Jennifer Hamant, Cheryl Carpenter	5.4
10	22	Graystone Consulting, Chicago NW	Barrington, Ill.	Morgan Stanley	George T. Cook, Carl H. Viard, Mary L. Tomanek	6.9
11	8	Graystone, Metropolitan, D.C.	Potomac, Md.	Morgan Stanley	Robert S. Scherer, Dean J Eisen, Ross Charkatz	5.5
12	N	Team Strickland	Raleigh, N.C.	Captrust	Jon Strickland	15.8
13	N	Team Stanicek	Raleigh, N.C.	Captrust	Jason Stanicek	17.3
14	7	UBS Institutional Consulting, NW	Seattle	UBS Financial	Trent Sanden, Shawn Hintz, Frank Gallo	22.0
15	6	Graystone Consulting, Longo Group	New York	Morgan Stanley	John Longo	15.1
16	21	Graystone Consulting, Parks Group	Milwaukee	Morgan Stanley	Thomas Parks, Robert Parks, Tina Wisialowski	9.2
17	23	Graystone Consulting, Wyomissing	Wyomissing, Pa.	Morgan Stanley	Harry J. Herb, Thomas Schatzman	13.3
18	10	Graystone Consulting, Tampa	Tampa	Morgan Stanley	Charles H. Mulfinger II, David A. Wheeler, Adam H. Palmer	6.6
19	9	Mason Investment Advisory	Reston, Va.	Mason Cos.	Scott S. George	3.4
20	19	Graystone, Houston	Houston	Morgan Stanley	John Granger II	13.9
21	N	Francis Investment Counsel	Brookfield, Wisc.	Independent	Michael Francis, Kelli Send, Clifford Dunteman	7.8
22	5	Global Institutional Consulting, Gsell Group	Iselin, N.J.	Bank of America/Merrill Lynch	Goran Bojovski	12.0
23	16	Global Institutional Consulting, Starratt Group	Los Angeles	Bank of America/Merrill Lynch	Michael Starratt, John Carlson, Mark Jacoby	11.3
24	12	Global Institutional Consulting, Dunn, Dunne Group	Bethesda, Md.	Bank of America/Merrill Lynch	George Dunn, Peter Dunne, Bruce Wall	3.2
25	24	Legacy Strategic Asset Mgmt.	Hudson, Ohio	Wells Fargo Advisors	James Barsella, Douglas Krapf, Matthew Shannon	5.8
26	18	Cornerstone Advisors Asset Mgmt.	Bethlehem, Pa.	Independent	Malcolm Cowen II, Thomas Scalici, Christopher McKinley	4.90
27	N	Compass Financial Partners	Greensboro, N.C.	LPL Financial	Kathleen Kelly, George Hoyle	8.9
28	N	Team Wilt	Akron, Ohio	Captrust	Steve Wilt	8.1
29	17	Eisen-Sessa Group	Philadelphia	UBS Financial	David Eisen, Charles Sessa	10.4
30	N	Strategic Retirement Group	White Plains, NY	Independent	David Hinderstein	9.0
31	25	Graystone Consulting, Quantitative Group	San Antonio, TX	Morgan Stanley	Ron Kern, Joe Sammons, Myrteel Ward	3.3
32	N	Graystone Consulting, Brice Group	Birmingham, Mich.	Morgan Stanley	Brian Brice, Timothy Brice	5.5
33	26	Optimal Service Group	Williamsburg, VA	Wells Fargo Advisors	Joseph M. Montgomery	11.5
34	N	Team Edwards/Schantz	Bethlehem, Pa.	Captrust	Jim Edwards, Wes Schantz	5.6
35	N	Team Davis	Westlake Village, CA	Captrust	Mark A. Davis	6.4
36	N	Graystone Consulting, Charleston, W.Va.	Charleston, W. Va.	Morgan Stanley	John E. Dawson, II, Donald C. Lucci, Michael D. Hill	3.5
37	20	GIC, Veldheer, Long, Mackay & Bernecker Group	Grand Rapids, Mich.	Bank of America/Merrill Lynch	William Mackay, James Veldheer, Timothy Long	3.9
38	N	MRP	Denver, Colo.	LPL Financial	Chad J. Larsen, M. Corey Whitehead, Kirk Welch	4.7
39	N	Private Asset Management	Milwaukee	Robert W. Baird	Michael G. Klein, Philip C. Dallman	7.4
40	N	Graystone Consulting, Pittsburgh, PA Cleveland, OH	Pittsburgh	Morgan Stanley	Greg Simakas, Charles Snyder, Josh Dautovic	3.4
41	N	Advanced Research Investment Solutions	Beverly Hills, CA	Independent	Alex Shahidi, Damien Bissierier	10.5
42	N	Graystone, Consulting, Los Angeles	Westlake Village, CA	Morgan Stanley	Larry Mills, Christopher Venuti, Marc Roggenkamp	5.7
43	N	Global Institutional Consulting, Ryan Group	New York	Bank of America/Merrill Lynch	Courtney Moore	2.2
44	N	Princeton Investment Consulting	Princeton, N.J.	UBS Financial	L. Marc Shegoski, David Sears	3.1
45	N	Bickham-Tabb Group	New Orleans	UBS Financial	Robert Bickham, Hal Tabb	4.3
46	N	Willhite Institutional Consulting Group	The Woodlands, TX	UBS Financial	Jon Willhite, Robert Vaughan	4.2
47	11	Global Institutional Consulting, Cate Brunton Luc Group	Indianapolis	Bank of America/Merrill Lynch	John Cate	10.1
48	N	Enterprise Retirement Solutions	Houston	LPL/ Amegy Bank	Deborah Lundin	3.5
49	N	Graystone Consulting, Detterick Group	New York	Morgan Stanley	Jim Detterick	4.1
50	N	Catanela Institutional Consulting Group	Philadelphia	UBS Financial	Ken Catanela, Brian Catanela	3.7