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The **Top 100** Financial Planning RIAs p. 41 / Too Much **Commodity** Exposure? p. 54

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## THE NEW **SHERIFFS** IN TOWN

RIAs with less than \$100 million in assets will no longer be regulated by the SEC. State regulators are stepping in. Will states be more successful than the SEC?

# AMERICA'S TOP 100 FINANCIAL PLANNER RIAs

This year's list represents top independent registered investment advisories that primarily do retail fee-only financial planning, as ranked by assets. As in past years, we screened the SEC's Form ADV database (provided to us by FINRA) for RIAs who declared that at least half of their business was managing the portfolios and investments of retail clients, both mass affluent and high-net-worth. All advisors on this list provide financial planning services, portfolio management for individuals and ongoing financial planning advice. To make the cut, they had to be fee-based only, and not accept commissions. In addition, we removed fund managers and their subsidiaries. And to keep the list as tightly focused as possible, we screened out RIAs that also do business as broker/dealers. But we did allow RIAs with registered reps—as long as they acted in a fee-only capacity within the firm. The data was collected on June 1, 2010.

Primary Business Name	City	Web Site Address	No. of Employees Who Perform Advisory Functions	No. of Clients	Discretionary Assets (\$ml)	Nondiscretionary Assets (\$ml)	Total AUM (\$ml)	Total # of Accounts
1. <b>Financial Engines Advisors L.L.C.</b>	Palo Alto, CA	<a href="http://www.financialengines.com">www.financialengines.com</a>	11-50	more than 500	25,766.9	0	25,766.9	431,337
2. <b>ICMA Retirement Corp</b>	Washington, DC	<a href="http://www.icmarc.org">www.icmarc.org</a>	51-250	more than 500	22,544.8	0	22,544.8	66
3. <b>The Ayco Company, L.P.</b>	Saratoga Springs, NY	<a href="http://www.aycofinancialnetwork.com">www.aycofinancialnetwork.com</a>	501-1000	more than 500	10,311.3	9,323.9	19,635.2	46,793
4. <b>Guided Choice Asset Management, Inc.</b>	San Diego, CA	<a href="http://www.guidedchoice.com">www.guidedchoice.com</a>	11-50	more than 500	19,238.8	0	19,238.8	420,000
5. <b>Stancorp Investment Advisers, Inc.</b>	Portland, OR	<a href="http://www.stancorpinancial.com">www.stancorpinancial.com</a>	11-50	more than 500	7,779.7	10,783.2	18,562.9	18,791
6. <b>Genspring Family Offices, LLC</b>	Palm Beach Gardens, FL	<a href="http://www.genspring.com">www.genspring.com</a>	51-250	more than 500	10,929.6	5,999.3	16,928.9	5,249
7. <b>Convergent Wealth Advisors, LLC</b>	Rockville, MD	<a href="http://www.convergentwealth.com">www.convergentwealth.com</a>	51-250	more than 500	4,361.6	5,875.6	10,237.2	5,857
8. <b>Brinker Capital Inc</b>	Berwyn, PA	<a href="http://www.brinkercapital.com">www.brinkercapital.com</a>	11-50	more than 500	4,922.1	3,954.0	8,876.1	29,115
9. <b>Silvercrest Asset Management Group LLC</b>	New York, NY	<a href="http://www.silvercrestgroup.com">www.silvercrestgroup.com</a>	11-50	more than 500	5,384.1	3,204.3	8,588.4	3,456
10. <b>Oxford Financial Group, Ltd</b>	Carmel, IN	<a href="http://www.ofgld.com">www.ofgld.com</a>	11-50	more than 500	372.0	8,066.5	8,438.5	4,844
11. <b>SCS Capital Management LLC</b>	Boston, MA	<a href="http://www.scsfinancial.com">www.scsfinancial.com</a>	11-50	101-250	6,705.0	0	6,705.0	124
12. <b>Tag Associates LLC</b>	New York, NY	<a href="http://www.tagassoc.com">www.tagassoc.com</a>	11-50	101-250	506.5	5,983.6	6,490.1	958
13. <b>Plante Moran Financial Advisors</b>	Southfield, MI	<a href="http://www.pmf.com">www.pmf.com</a>	11-50	more than 500	2,604.2	2,507.6	5,111.8	1,966
14. <b>Ronald Blue &amp; Co. LLC</b>	Roswell, GA	<a href="http://www.ronblue.com">www.ronblue.com</a>	51-250	more than 500	4,817.6	601	4,877.8	12,544
15. <b>Johnson Investment Counsel, Inc.</b>	Cincinnati, OH	<a href="http://www.johnsoninv.com">www.johnsoninv.com</a>	11-50	more than 500	4,709.2	0	4,709.2	9,341
16. <b>MyCIO Wealth Partners, LLC</b>	Philadelphia, PA	<a href="http://www.myciowp.com">www.myciowp.com</a>	11-50	251-500	1,512.7	2,830.1	4,342.8	3,274
17. <b>Loring, Wolcott &amp; Coolidge Fiduciary Advisors, LLP</b>	Boston, MA	<a href="http://www.lwcotrust.com">www.lwcotrust.com</a>	11-50	more than 500	3,684.6	650.9	4,335.5	2,707

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<b>18. Offit Capital Advisors</b>	New York, NY	<a href="http://www.offitcapital.com">www.offitcapital.com</a>	11-50	26-100	724.9	3,511.4	4,236.3	85
<b>19. BBR Partners, LLC</b>	New York, NY	<a href="http://www.bbrpartners.com">www.bbrpartners.com</a>	11-50	more than 500	3,735.0	364.0	4,099.9	667
<b>20. Aspiriant, LLC</b>	San Francisco, CA	<a href="http://www.aspiriant.com">www.aspiriant.com</a>	11-50	251-500	2,902.6	1,055.7	3,958.3	2,956
<b>21. KLS Professional Advisors Group, LLC</b>	New York, NY	<a href="http://www.klsadvisors.com">www.klsadvisors.com</a>	6-10	more than 500	3,182.3	661.4	3,843.6	6,235
<b>22. Litman/Gregory Asset Management, LLC</b>	Larkspur, CA	<a href="http://www.lginvestments.com">www.lginvestments.com</a>	11-50	251-500	987.0	2,852.3	3,839.2	908
<b>23. Fiduciary Counseling Inc</b>	St Paul, MN	<a href="http://www.fidcouns.net">www.fidcouns.net</a>	11-50	more than 500	2,096.1	1,661.7	3,757.8	1,260
<b>24. Eaton Vance Investment Counsel</b>	Boston, MA	<a href="http://www.eatonvancecounsel.com">www.eatonvancecounsel.com</a>	11-50	more than 500	3,001.0	472.1	3,473.1	1,834
<b>25. Baker Street Advisors, LLC</b>	San Francisco, CA	<a href="http://www.bakerstreetadvisors.com">www.bakerstreetadvisors.com</a>	6-10	101-250	0	3,360.0	3,360.0	203
<b>26. Wasmer Schroeder &amp; Co Inc</b>	Naples, FL	<a href="http://www.wasmerschroeder.com">www.wasmerschroeder.com</a>	11-50	more than 500	3,332.1	24.7	3,356.8	1,265
<b>27. Federal Street Advisors Inc</b>	Boston, MA	<a href="http://www.federalstreet.org">www.federalstreet.org</a> (reserved)	11-50	101-250	0	3,250.7	3,250.7	1,585
<b>28. Mercer Global Advisors Inc.</b>	Scottsdale, AZ	<a href="http://www.merceradvisors.com">www.merceradvisors.com</a>	51-250	more than 500	3,234.7	0	3,234.7	12,149
<b>29. Genworth Financial Advisors Corporation</b>	Schaumburg, IL	<a href="http://www.genworthfinancialsecurities.com">www.genworthfinancialsecurities.com</a>	more than 1000	more than 500	2,913.5	278.5	3,191.9	16,274
<b>30. Luminous Capital, LLC</b>	Los Angeles, CA	<a href="http://luminouscap.com">luminouscap.com</a>	11-50	251-500	2,818.7	326.5	3,145.2	1,678
<b>31. Presidio Wealth Management LLC</b>	San Francisco, CA	<a href="http://www.presidiofp.com">www.presidiofp.com</a>	11-50	101-250	0	3,080.0	3,080.0	178
<b>32. Athena Capital Advisors LLC</b>	Lincoln, MA	<a href="http://www.athenacapital.com">www.athenacapital.com</a>	11-50	26-100	1,571.5	1,496.9	3,068.4	147
<b>33. Shepherd Kaplan LLC</b>	Boston, MA	<a href="http://www.sk-llc.com">www.sk-llc.com</a>	11-50	101-250	41.1	2,942.9	2,983.9	1,516
<b>34. Ballentine Partners</b>	Wolfeboro, NH	<a href="http://www.ballentinepartners.com">www.ballentinepartners.com</a>	11-50	101-250	1,650.0	1,240.0	2,890.0	1,957
<b>35. Symmetry Partners</b>	Glastonbury, CT	<a href="http://www.symmetrypartners.com">www.symmetrypartners.com</a>	11-50	more than 500	2,802.9	0	2,802.9	17,630
<b>36. Gofen And Gossberg, L.L.C.</b>	Chicago, IL	<a href="http://www.gofen.com">www.gofen.com</a>	11-50	more than 500	2,641.7	160.2	2,801.9	2,770
<b>37. Reinhart Partners, Inc.</b>	Mequon, WI	<a href="http://www.reinhart-partnersinc.com">www.reinhart-partnersinc.com</a>	11-50	more than 500	2,770.3	0	2,770.3	2,337
<b>38. GW &amp; Wade, LLC</b>	Wellesley, MA	<a href="http://www.gwwade.com">www.gwwade.com</a>	11-50	more than 500	2,050.8	647.6	2,698.5	5,477
<b>39. Altair Advisers, LLC</b>	Chicago, IL	<a href="http://www.altairadvisers.com">www.altairadvisers.com</a>	11-50	101-250	0	2,529.9	2,529.9	204
<b>40. Spruce Private Investors, LLC</b>	Stamford, CT	<a href="http://www.spruceinvest.com">www.spruceinvest.com</a>	6-10	26-100	436.4	2,069.5	2,505.9	111
<b>41. Cornerstone Advisors Asset Management Inc.</b>	Bethlehem, PA	<a href="http://www.cornerstone-companies.com">www.cornerstone-companies.com</a>	11-50	101-250	977.4	1,498.7	2,476.0	493
<b>42. Strategic Capital Advisers, Inc.</b>	Denver, CO	<a href="http://www.scadv.com">www.scadv.com</a>	6-10	101-250	2,297.0	168.0	2,465.0	137
<b>43. Calibre Advisory Services Inc.</b>	Waltham, MA	<a href="http://www.calibre.com">www.calibre.com</a>	11-50	251-500	2,392.1	54.7	2,446.8	2,512
<b>44. 1st Global Advisors Inc</b>	Dallas, TX	<a href="http://www.myretirementaccount.net">www.myretirementaccount.net</a>	more than 1000	more than 500	958.4	1,405.0	2,363.5	9,166

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<b>45. First Western Investment Management, Inc.</b>	Denver, CO	www.fwtb.com	11-50	251-500	2,344.3	3.7	2,348.0	2,026
<b>46. Iron Capital Advisors Inc.</b>	Atlanta, GA	www.ironcapitaladvisors.com	1-5	26-100	23.9	2,223.2	2,247.1	102
<b>47. Miller Investment Management, LP</b>	West Conshohocken, PA	N/A	6-10	101-250	1,001.1	1,219.5	2,220.6	139
<b>48. Bartlett &amp; Co</b>	Cincinnati, OH	www.bartlett1898.com	11-50	more than 500	2,080.8	38.2	2,119.0	2,116
<b>49. Signature Financial Management Inc</b>	Norfolk, VA	www.sigfin.com	11-50	101-250	1,504.9	583.4	2,088.3	734
<b>50. Gresham Partners, LLC</b>	Chicago, IL	www.greshampartners.com	11-50	26-100	1,655.8	430.4	2,086.2	2,165
<b>51. Geller Family Office Services LLC</b>	New York, NY	www.gellerco.com/family-office.html	6-10	26-100	1,713.7	353.1	2,066.8	278
<b>52. Tolleson Private Wealth Management</b>	Dallas, TX	www.tollesonwealth.com	11-50	26-100	1,508.7	530.8	2,039.5	1,699
<b>53. Hewins Financial Advisors, LLC</b>	San Mateo, CA	www.hewinsfinancial.com	6-10	101-250	1,055.8	960.2	2,016.0	3,450
<b>54. Cornerstone Advisors Inc</b>	Bellevue, WA	www.buildbeyond.com	11-50	251-500	2,013.0	0	2,013.0	1,649
<b>55. Bingham, Osborn &amp; Scarborough LLC</b>	San Francisco, CA	www.bosinvest.com	11-50	more than 500	1,400.0	600.0	2,000.0	3,058
<b>56. Harris SBSB</b>	McLean, VA	www.harris-sbsb.com	11-50	more than 500	1,900.0	100.0	2,000.0	950
<b>57. R.M. Davis Wealth Mgt.</b>	Portland, ME	www.rmdavis.com	11-50	more than 500	1,986.5	93	1,995.6	3,190
<b>58. Freestone Capital Management, LLC</b>	Seattle, Wa	www.freestonecapital.com	6-10	more than 500	1,940.6	0	1,940.6	860
<b>59. Atherton Lane Advisers, LLC</b>	Menlo Park, CA	www.athertonlane.com	11-50	more than 500	1,769.0	132.5	1,901.5	685
<b>60. Executive Monetary Management, LLC</b>	New York, NY	www.emmny.com	6-10	26-100	0	1,887.5	1,887.5	91
<b>61. Homrich Berg</b>	Atlanta, GA	www.homrich-berg.com	11-50	more than 500	1,609.4	270.9	1,880.4	3,045
<b>62. Tiedemann Wealth Management, LLC</b>	New York, NY	www.tiedemanwealth.com	11-50	101-250	1,686.4	116.5	1,802.9	822
<b>63. Dearborn Partners L.L.C.</b>	Chicago, IL	www.dearbornpartners.com	11-50	251-500	1,600.0	193.1	1,793.1	454
<b>64. Linscomb &amp; Williams</b>	Houston, TX	www.linscomb-williams.com	11-50	more than 500	1,614.7	129.0	1,743.6	4,456
<b>65. Northeast Financial Consultants, Inc</b>	Westport, CT	N/A	1-5	101-250	1,305.5	435.5	1,741.1	1,418
<b>66. Mason Investment Advisory Services Inc</b>	Reston, Va	www.masoncompanies.com	11-50	more than 500	1,670.6	64.4	1,734.9	726
<b>67. United Capital Financial Advisers</b>	Newport Beach, CA	www.unitedcp.com	51-250	more than 500	1,682.0	0	1,682.0	8,051
<b>68. Windsor Financial Group LLC</b>	Minneapolis, MN	www.wfgweb.com	11-50	more than 500	375.5	1,292.7	1,668.2	676
<b>69. Capital Investment Counsel Inc</b>	Denver, CO	www.cicinvestments.com	11-50	more than 500	1,622.0	0	1,622.0	3,409
<b>70. Family Endowment Partners, LP</b>	Wallham, MA	www.familyendowment.com	1-5	26-100	66.5	1,553.1	1,619.6	61

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<b>71. RMB Capital Management</b>	Chicago, IL	www.rmbcap.com	11-50	more than 500	1,453.1	160.8	1,613.9	6,993
<b>72. Foundation Resource Management, Inc.</b>	Little Rock, AR	www.foundationresourcemanagement.com	1-5	101-250	1,584.8	0	1,584.8	308
<b>73. Joel Isaacson &amp; Co., LLC</b>	New York, NY	www.joelisaacson.com	11-50	more than 500	599.8	982.7	1,582.5	3,074
<b>74. Savant Capital Management, Inc.</b>	Rockford, IL	www.savantcapital.com	11-50	more than 500	1,562.1	20.4	1,582.5	1,935
<b>75. Evercore Wealth Management, LLC</b>	New York, NY	www.evercorewealthmanagement.com	11-50	101-250	1,506.0	51.0	1,557.0	462
<b>76. Seia</b>	Los Angeles, CA	www.seia.com	11-50	more than 500	110.7	1,411.1	1,521.7	4,582
<b>77. Brighton Jones LLC</b>	Seattle, WA	www.brightonjones.com	11-50	251-500	1,517.0	0	1,517.0	447
<b>78. Laird Morton Tye Asset Strategies, LLC</b>	Seattle, WA	www.lmtye.com	11-50	251-500	1,364.3	146.9	1,511.2	1,335
<b>79. Threshold Group, LLC</b>	Gig Harbor, WA	www.thresholdgroup.com	11-50	26-100	287.6	1,213.0	1,500.6	551
<b>80. Arlington Partners LLC</b>	Birmingham, AL	www.arlingtonpartners.com	6-10	101-250	552.7	930.1	1,482.8	800
<b>81. Badgley Phelps Investment Managers</b>	Seattle, WA	www.badgley.com	11-50	more than 500	1,219.6	262.1	1,481.7	855
<b>82. Dowling &amp; Yahnke, LLC</b>	San Diego, CA	www.dywealth.com	6-10	more than 500	1,473.4	0	1,473.4	2,348
<b>83. Massey, Quick &amp; Co. LLC</b>	Morristown, NJ	www.masseyquick.com	6-10	101-250	275.1	1,141.1	1,416.2	256
<b>84. Plancorp, Inc.</b>	Saint Louis, MO	www.plancorp.com	11-50	more than 500	1,362.4	26.9	1,389.3	3,015
<b>85. Halbert, Hargrove/Russell LLC</b>	Long Beach, CA	www.halberthargrove.com	11-50	more than 500	1,268.7	116.3	1,385.1	1,858
<b>86. Solaris Advisors, LLC</b>	New York, NY	www.solarisgroupplc.com	6-10	26-100	18.3	1,358.1	1,376.4	32
<b>87. Manchester Capital Management LLC</b>	Manchester, VT	www.mcmllc.com	6-10	101-250	1,248.1	90.8	1,338.9	654
<b>88. Ballard, Inc.</b>	Foster City, CA	www.ballard.com	11-50	251-500	1,316.0	14.4	1,330.4	813
<b>89. Creative Planning</b>	Overland Park, KS	www.thinkingbeyond.com	11-50	more than 500	1,020.9	301.6	1,322.5	4,801
<b>90. MAI Wealth Advisors LLC</b>	Cleveland, OH	www.maiwealth.com	11-50	251-500	1,285.3	36.2	1,321.5	1,496
<b>91. Sweetwater Investments Inc</b>	Redmond, WA	www.sweetwaterinv.com	1-5	101-250	347.7	965.6	1,313.2	142
<b>92. Mariner Wealth Advisors, LLC</b>	Leawood, KS	www.marinerwealthadvisors.com	11-50	more than 500	1,308.5	0	1,308.5	3,330
<b>93. Aperio Group, LLC</b>	Sausalito, CA	www.aperiogroup.com	6-10	251-500	1,297.0	0	1,297.0	398
<b>94. Mccutchen Group LLC</b>	Seattle, WA	N/A	6-10	26-100	528.6	727.7	1,256.3	88
<b>95. Robertson, Griego &amp; Thoele</b>	Dallas, TX	www.rgtnet.com	11-50	251-500	1,256.0	0	1,256.0	336
<b>96. Budros, Ruffin &amp; Roe, Inc.</b>	Columbus, OH	www.b-r-r.com	11-50	more than 500	1,215.9	38.7	1,254.6	4,987
<b>97. WMS Partners, LLC</b>	Towson, MD	www.wms-partners.com	6-10	251-500	771.0	475.6	1,246.6	319
<b>98. The MDE Group, Inc.</b>	Morristown, NJ	www.mdegrou.com	6-10	101-250	1,227.0	0	1,227.0	1,429
<b>99. Mosaic, LLC</b>	Beverly Hills, CA	www.mosaic-llc.com	1-5	11-25	0	1,200.0	1,200.0	16
<b>100. Rinet Company, LLC</b>	Boston, MA	www.rinetco.com	11-50	251-500	1,199.8	0	1,199.8	1,397