WEALTH MANAGER 2010 FIVE STAR SM OVERALL SATISFACTION

2010

FIVE STAR Wealth Managers

2010 INDEPENDENT SURVEY
OVERALL SATISFACTION

Meet your

Cincinnati 2010 FIVE STAR Wealth Managers.

We surveyed consumers, financial services professionals and *Cincinnati Magazine* subscribers to find wealth managers in the Cincinnati area who scored highest in overall satisfaction. Here they are.

Well over half of the consumer responses in the Cincinnati area indicated it is difficult to find a wealth manager they trust and rely on.(1) Wealth managers, broadly defined, are those individuals who help you manage your financial world and/or implement aspects of your financial strategies. Common examples of wealth managers are financial advisors, financial planners, investment advisors, tax advisors, estate planning attorneys, etc.

With more than 12,500 wealth managers(2) in the Cincinnati area, how do you find someone who listens to you, represents your interests and operates with an emphasis on integrity and service? *Cincinnati Magazine* can help. The magazine formed a partnership with Crescendo Business Services to find out which wealth managers scored highest in overall satisfaction.

The Selection Process

Crescendo administered a survey, by mail and phone, to approximately 1 in 4 high-net-worth households(3) (over 101,700 households) within the Cincinnati area. An additional 11,400 surveys were sent to local financial services industry professionals.

On the surveys, recipients were asked to evaluate only wealth managers whom they know through personal experience and to evaluate them based upon nine criteria: customer service, integrity, knowledge/expertise, communication, value for fee charged, meeting of financial objectives, post-sale service, quality of recommendations and overall satisfaction.

Both positive and negative evaluations were included in the scoring, and only wealth managers with more than five years of experience in the financial services industry were considered.

Next, each wealth manager was reviewed for regulatory actions, civil judicial actions and customer complaints as reported by FINRA, the SEC, the State Board of Accountancy and the State Bar.

Then, before finalizing the list, wealth managers were reviewed by a blue ribbon panel comprised of individuals from within the financial services industry. Although panelist comments were incorporated into the final score, safeguards were built into the review process to reduce the ability of panel members to influence the composition of the final list on the basis of company affiliation.

An Elite Award

The resulting list of 2010 FIVE STAR Wealth Managers is an elite group, representing less than 5 percent of the wealth managers in the Cincinnati area. Only 520 of the top-scoring wealth managers made this year's list. For a more user-friendly listing, wealth managers have been grouped based upon their primary financial service. Each wealth manager has also listed up to three additional financial services that they provide their clients.

Although this list will certainly be a useful tool for anyone looking for help in managing their financial world or implementing aspects of their financial strategies, it should not be considered exhaustive. Undoubtedly, there are many other excellent wealth managers who, for one reason or another, are not on this year's list.

Research Declarations:

As with any research or recognition program, it is important that we provide you the following declarations:

- **The 2010 FIVE STAR Wealth Managers do not pay a fee to be included in the research or the final list of FIVE STAR Wealth Managers.**
- The overall evaluation score of a wealth manager reflects an average of all respondents and may not be representative of any one client's experience.
- The FIVE STAR Award is not indicative of the wealth manager's future performance.
- Wealth managers may or may not use discretion in their practice and therefore may not manage their clients' assets.
- The inclusion of a wealth manager on the FIVE STAR Wealth Manager list should not be construed as an endorsement of the wealth manager by Crescendo Business Services or *Cincinnati Magazine*.
- Working with a FIVE STAR Wealth Manager or any wealth manager is no guarantee as to future investment success nor is there any guarantee that the selected wealth managers will be awarded this accomplishment by Crescendo in the future.
- The research process for the FIVE STAR Wealth Manager Program, managed by QMI Research, incorporates a statistically valid sample in order to identify the wealth managers in the local market that score highest in overall satisfaction. QMI Research does not include wealth managers on the list unless their score is statistically valid. At least 50 percent of the wealth managers in the market have a statistically valid score.

For more information on the FIVE STAR Award and the research/selection methodology, go to: fivestarprofessional.com/wmresearch.

(1) 2009 Consumer Survey, QMI Research
(2) FINRA registered representatives, IAR's, CPA's and attorneys that provide estate planning and trust services
(3) Defined as the upper 1/3 of all households based on net-worth

INDEX OF WEALTH MANAGERS

List compiled by Crescendo Business Services. Names in boldface also appear in the profiles that follow. Wealth Manager additional financial services: AC=Accounting; BP=Business Planning; CG=Charitable Giving; EP=Estate Planning; FP=Financial Planning; IN=Insurance; IV=Investments; TS=Trust Services; TX=Taxation

INVESTMENTS

Garry Rutledge
Saxon Financial Consulting
BP, EP, FP

Rik Saylor
Rik Saylor Financial
EP, FP, TX

David Scheppler
Wells Fargo Advisors, LLC

Ralph Scherer
Foster & Motley
CG, FP

Michael Schiess
Merrill Lynch

Peter Schmidt
Morgan Stanley Smith Barney
FP

Pamela Schmitt
RiverPoint Capital Management
CG

Glenn Schnell
Edward Jones

Henry Schulhoff
Schulhoff & Company

Philip Seibert
Julius Arthur Seibert & Company

Randal Seligmann
Morgan Stanley Smith Barney
FP

Mark Sellmeyer
MetLife Securities
BP, EP, FP

Ed Shernoff
Shernoff Wealth Management
EP, FP

David Silvati
Merrill Lynch

Stephen Simendinger
Johnson Investment Counsel
EP, FP

Scott Sims
Pinnacle Financial Advisors
BP, EP, FP

David Singer
Merrill Lynch
CG, EP, FP

Jason Sirotak
Financial Partners Group
FP

INVESTMENTS

Julie Smallwood
EBS Asset Management

Greg Smith
Haberer Registered Investment Advisor
BP, EP, FP

Nathan Sorum
Sorum Financial Services
CG, EP, FP

Dan Souders
Souders Financial
BP, FP

Steven Spaeth
Merrill Lynch
EP, FP, TS

John Spencer
Ameriprise Financial
BP, CG, FP

Joseph Spicer
Merrill Lynch
CG, FP, TS

Steven Sprovach
The Financial Network Group
FP

Paul J. Staadeker
Wells Fargo Advisors, LLC

Gregory Stevens
Merrill Lynch
FP, TS

James Stewart
MetLife Resources
CG, EP

George Strietmann
Bahl & Gaynor Investment Counsel
FP

Elaina Stuard
Robert W. Baird & Company
CG, EP, FP

Sharon Tallman
Johnson Investment Counsel
EP, FP, TS

Edward Terrill
Morgan Stanley Smith Barney
FP

Steven Thomas
Wells Fargo Advisors, LLC

Marcia Togneri
Merrill Lynch
EP, FP, TS

INVESTMENTS

Angie Trandai
LPL Financial
EP, FP

Joseph Turck
Morgan Stanley Smith Barney
BP, EP, FP

Woodrow Uible
Bartlett & Company
FP

Max Van Benschoten
Morgan Stanley Smith Barney
FP

Steven Vaughan
Financial Counseling
BP, EP, FP

Ceil Vogler
Maritt Vogler Insurance
BP, EP, FP

Jeff Vollmer
Hyde Park Wealth Management
FP

William Von Hoene
Ameriprise Financial
FP

Tim Walsh
Ameriprise Financial
CG, EP, FP

Stephanie Weaks
Merrill Lynch
EP, FP

Kenneth Weiss
Wells Fargo Advisors, LLC

M. Jay Wertz
Johnson Investment Counsel
FP, TS

Deborah Whittemore
Morgan Stanley Smith Barney
FP

Michael Wilcheck
Oppenheimer & Company
EP, FP

James Witte
Johnson Investment Counsel
CG, EP, FP

Edward Woods
Bahl & Gaynor Investment Counsel
FP

INVESTMENTS

Owen J. Wrassman
Robert W. Baird & Company
BP, EP, FP

Beckham Wyrick
Kenwood Financial Group
EP, FP

John Zuba
Morgan Stanley Smith Barney
EP, FP

TAXATION

Louis Buschle
Buschle & Fairbanks
BP, EP, FP

Ed Collins
Collins, Heeb, Miller & Company
FP, IV, TS

Karl Dostal
Cooney, Faulkner & Stevens
BP, EP, FP

John Evans
Truepoint Capital
FP

Crystal Faulkner
Cooney, Faulkner & Stevens
BP, EP

Gregory Feltrup
Feltrup & Company
BP, EP

Harry Fermann
Fermann & Company
BP

Thomas Flood
Economou & Flood
BP

Brian Fowler
Selker & Fowler

David J. Hampton
Burke & Schindler
BP, EP

Edward Hattenbach
Hattenbach & Company CPA
BP

Steven Hausfeld
Steven R. Hausfeld CPA

Steve Hood
Kamphaus, Henning & Hood Certified Public Accountants
BP, FP, TS

TAXATION

Charlotte Johnston
Johnston & Associates, CPAs
BP

Lee Knose
Lee Knose & Company
BP, EP

Carl Kohrman
Kohrman Frye & Associates Certified Public Accountants
BP, EP

Angela Lewis
Stephenson & Warner
FP

Donald Mellott, Sr.
Mellott & Mellott
BP, EP, FP

Kathleen Mitts
Decosimo
BP, EP, FP

Lawrence Nurre
Mischler & Nurre
BP

Bruce Reiser
Bruce Reiser CPA
BP, EP

James K. Rice
DBL Law
BP, EP, TS

Joseph Rumpler
Clark, Schaefer, Hackett & Company
BP

Brian M. Schmidt
Franz CPAs
BP, EP, FP

Stephen Schott
Stephen G. Schott CPA
BP, EP

Diane West
Von Lehman & Company
BP, EP, FP

Anne Zimmerman
Zimmerman & Company CPAs
BP, FP, TS

TRUST SERVICES

Robert Welch II
Crowe & Welch Attorneys
BP, EP, TX

Kenneth Wenzel
UBS Financial Services
CG, EP, FP

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