

Trusts & Estates

Top 100 RIAs in America

RIA assets are up an average of 85 percent since 2006

Firm	City	Website	AUM* (millions) 5/31/08	2006 AUM* (millions)	Difference (millions)	Percent Change	Total Accounts	Number of Investment Advisors	Number of Clients
1. Veritable LP	Newtown Square, Pa.	www.veritablelp.com	\$9,410	\$7,284	\$2,126	29%	1,906	11-50	more than 500
2. Silvercrest Asset Management Group	New York	www.silvercrestgroup.com	8,688	5,471	3,217	59	2,313	11-50	more than 500
3. Moneta Group Investment Advisors	Clayton, Mo.	www.monetagroup.com	7,932	4,921	3,011	61	17,333	11-50	more than 500
4. Oxford Financial Group	Carmel, Ind.	www.ofgltd.com	7,837	7,567	270	4	3,403	11-50	more than 500
5. Rockefeller & Company	New York	www.rockco.com	7,681	5,740	1,941	34	1,764	11-50	251-500
6. Geller Family Office Services	New York	www.gellerco.com	6,611	888	5,723	644	357	6-10	26-100
7. Convergent Wealth Advisors	Rockville, Md.	www.convergentwealth.com	6,219	N/A	N/A	N/A	5,006	51-250	more than 500
8. Ronald Blue & Company	Atlanta	www.ronblue.com	5,420	3,913	1,507	39	10,017	51-250	more than 500
9. Plante Moran Financial Advisors	Southfield, Mich.	www.pmfa.com	5,365	4,000	1,365	34	1,332	11-50	more than 500
10. Sontag Advisory	New York	www.sontagadvisory.com	5,284	3,448	1,836	53	7,866	6-10	more than 500
11. Loring, Wolcott & Coolidge	Boston	www.lwcostrust.com	5,279	4,734	545	12	2,589	11-50	more than 500
12. Aspiriant	San Francisco	www.quintile.com	5,074	1,431	3,643	255	2,493	11-50	251-500
13. Offit Capital	New York	www.offitcapital.com	5,065	N/A	N/A	N/A	50	11-50	26-100

Source: www.riadatabase.com

Definitions & Methodology

Registered Rep. asked RIA Database, a leading provider of Web-based, searchable data for the financial services industry, to search through Forms ADV that registered investment advisors must file with the Security and Exchange Commission. The *Top 100 RIAs* report ranked registered investment advisors (RIAs) based on total assets under management as defined by the SEC as of May 31, 2008. Firms were included based on the following criteria:

- Greater than 50 percent of their assets must be from the retail marketplace.
 - They must provide financial planning services, portfolio management for individuals or conduct due diligence on third party advisors.
 - They must not be doing business as a broker/dealer, bank or insurance company.
 - The RIAs must not be investing in proprietary products.
- * Growth of total assets under management (AUM) was calculated from total assets under management data as defined by the SEC from Dec. 31, 2006 to May 31, 2008.

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