

Utah BUSINESS

Sustainable Business Awards
Utah's Greenest Companies

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THE MAGAZINE FOR DECISION MAKERS

Stepping UP

More than Filling Shoes, New Execs Can Bring a Fresh Approach

AtTask founder Scott Johnson
recently passed the CEO role to
Eric Morgan

Back from the Brink Financial Industry Trends

Crowd Control

Is crowdfunding
right for your
startup?





PREMIER ADVISORS OF UTAH

Financial decisions can be among the most important decisions in an individual's life. Capable advisors serve an important role in facilitating those decisions. Separating and distinguishing the strongest practitioners from the industry's pool of advisors is a clear benefit to the investing public. The National Association of Board Certified Advisory Practices (NABCAP) is an unaffiliated, nonprofit organization that was created to tackle the daunting challenge of identifying top practitioners. The NABCAP promotes higher standards and transparency, which are vital to the long-term success of the investing public.

MAKING THE GRADE

NABCAP and its board of directors created an unaffiliated evaluation process in which 20 categories of practice management are assessed. Advisors are invited and/or nominated to participate by submitting an online questionnaire. The multi-step verification process utilizes independent resources to assess the accuracy and truthfulness of the information submitted by participating advisory practices. NABCAP's methodology is unique in deciphering advisors because it is primarily objective, not subjective, and helps add transparency for the investor's benefit. The NABCAP list of Premier Advisors is not merely defined by assets under management or revenues produced. Instead, NABCAP attempts to identify top advisors regardless of size, firm or affiliation.

USING THE LIST

The list of advisory practices is in alphabetical order. The NABCAP suggests narrowing down the list of practices by average client size. Consider selecting practices that have an average client size of a quarter to a half the size client you would estimate yourself to be. For example, if you have \$2 million of investable assets, then identify practices with an average client size of \$500,000 – \$1 million. This way, you fall within the top 20 percent of the practice's entire clientele, increasing the probability you'll receive the greatest care and attention. Also look at the practice's top five specialties and designations to ensure they are capable of handling your needs. For best results, select at least three practices to interview for different personalities, service models and practice methodologies.

NABCAP's focus is to provide objective differentiation between financial advisory practices and through their evaluation process to help add transparency to the Financial Services Industry. Even though the NABCAP Premier Advisors' list is comprehensive it should not be considered exhaustive and the following disclaimers should be considered:

- [a] To ensure the best interests of the investing public, NABCAP does not accept financial support from advisory practices, financial institutions or the media in exchange for beneficial reviews, rankings or industry insight. NABCAP is not affiliated with any advisor or financial institution participating in the survey.
- [b] Selecting a NABCAP Premier Advisor is no guarantee as to future investment success nor is there any guarantee that the selected financial advisory practice will be designated as a Premier Advisor by NABCAP in the future.
- [c] The inclusion of a financial advisory practice on the NABCAP Premier Advisor's list should not be construed as an endorsement of the financial advisory practice by NABCAP or Utah Business Magazine.
- [d] Although NABCAP invites all advisors in a market to participate, the final decision lies with the advisor and as such there may be advisors who would qualify but do not appear on the list as they chose not to participate and if they were included some advisors on this list would not have been included.
- [e] NABCAP screens candidates for regulatory compliance issues: checks and balances are imposed to limit the inclusion of an advisor with a negative regulatory history or multiple client complaints. These checks and balances include:
 - (i) NABCAP requires financial advisors to be registered/licensed financial advisors in good standing with state and federal regulatory bodies. In addition NABCAP requires financial advisors to be in compliance with their respective broker/dealer or affiliated representation
 - (ii) NABCAP reviews each financial advisor and support staff's U-4 or ADV to verify their employment and compliance record.
 - (iii) If an advisory practice makes the list with a settlement on their record we recommend that investors inquire with the advisory practice as well with their supervisor for the nature of the settlement.
- [f] The supervisor survey is structured to make it equally easy for a respondent to give negative or positive responses and the method of calculating results incorporates both negative and positive survey responses
- [h] NABCAP does not perform subjective analysis of the survey results but assigns numerical ratings based on questionnaire and survey responses, as well as third party verification.
- [i] 4000+ direct contacts were made via email and mail in Utah and 25,000+ indirect to the magazine subscribers for participation/nomination of participants. Premier Advisors list will not exceed 3.5% of each market's financial advisory practices
- [j] NABCAP created the methodology and process. Rank Premier Advisors is contracted to administer the evaluation process.
- [k] All profiles in the special advertising section following this article were sold exclusively by Utah Business Magazine and not endorsed in any way by NABCAP. Utah Business Magazine is exclusively responsible for all advertisements.



ADVISORY PRACTICE NAME Firm Name	AVG. \$AUM* PER CLIENT	AVG. # OF CLIENTS PER ADVISOR	ADVISORS TO SUPPORT STAFF	CREDENTIALS TOP FIVE SPECIALTIES	CITY, STATE PHONE NUMBER
Baldwin/Waddoups/Umbrell/Adams Merrill Lynch	\$1,530,000	96	4:3	CFP,CIMA,CRPS RP,FP,WP,PM,AM	Ogden, UT 801-629-5000
Brad Thurber D. A. Davidson	\$310,000	200	1:2	CFP RP,IM,PM,WP,AM	Salt Lake City, UT 801-333-3125
cb Financial Advisors BFC Planning	\$195,000	133	3:3	CHFC,CPA RP,FP,RS,RM,AM	Provo, UT 801-921-4225
Coraticum Asset Management, LLC Coraticum Asset Management, LLC	\$10,800,000	10	1:1	CFA IM,RM,PM,AM,SA	Murray, UT 801-824-2205
D. Scott Bunnell Ameriprise Financial	\$235,000	130	1:3	N/APP RP,FP,EP,PM,WP	South Jordan, UT 801-984-2182
Jim Dishman Raymond James Financial Services, Inc.	\$500,000	75	2:1	CFP,CHFC RP,FP,IM,EP,WP	Salt Lake City, UT 801-365-1099
Mogul Financial Group UBS Financial Services Inc.	\$2,310,000	70	3:2	CIMA PM,WP,FP,RM,ES	Park City, UT 435-615-6891
Net Worth Advisory Group Net Worth Advisory Group	\$475,000	52	6:7	CFP RP,FP,IM,PM,CP	Sandy, UT 801-566-6639
Paragon Wealth Management Paragon Wealth Management	\$500,000	87	2:2	CFA RP,IM,PM,WP,AM	Provo, UT 801-375-2500
Penney, Laurella & Roundy Group Merrill Lynch	\$5,920,000	71	2:6	CFP,CIMA,CRPS CS,RM,EP,WP,AM	Salt Lake City, UT 801-535-1450
Peterson Wealth Services Raymond James Financial Services, Inc.	\$1,140,000	46	2:2	CFP RP,FP,WP,BP,WP	South Ogden, UT 877-470-4002
Sage Partners UBS Financial Services Inc.	\$1,970,000	50	3:3	CFA,CIMA FP,FS,RM,PM,WP	Salt Lake City, UT 801-323-2446
Smedley Financial Services, Inc. Securities America, Inc.	\$175,000	140	6:2	CFA,CFP RP,FP,WP,IM,WP	Salt Lake City, UT 801-355-8888
Squire Wealth Advisors Squire Wealth Advisors	\$265,000	59	3:1	CPA RP,FP,IM,EP,WP	Orem, UT 801-225-6900
Stephen Johnson Raymond James Financial Services, Inc.	\$910,000	117	3:1	N/APP RP,FP,IM,RM,WP	Draper, UT 801-553-8999
Wealth Navigation, LLC Wealth Navigation, LLC	\$1,200,000	28	5:5	CFA,CFP,CRPS FP,IM,FS,PM,WP	Centerville, UT 801-335-8200
WHF Wealth Management Wells Fargo FINET	\$516,000	102	5:2	CFP RP,IM,EP,PM,WP	Salt Lake City, UT 801-214-9401

EXEMPLARY WEALTH ADVISORS

Practice Name Firm	City Phone	Contact Website
Client Education & Customer Service Model		
Silver Sage Group Morgan Stanley Smith Barney	Salt Lake City 801-322-7643	Allison Smoot www.ubs.com/team/sagepartners
Financial Planning		
Net Worth Advisory Group Fidelity, folioFN	Sandy 801-566-6639	Lon Jefferies www.networthadvice.com
Risk Management		
Penney, Laurella & Roundy Group Merrill Lynch	Salt Lake City 801-535-1450	Jeff Roundy www.fa.ml.com/plrgrp

Exemplary Wealth Advisors NABCAP's objective questionnaire assesses 20 categories of practice management of all participating advisors and while all the practices on the list this year met NABCAP's minimum objective criteria, the following practices achieved exemplary scores in their respective categories. The highlighted categories were selected through NABCAP's independent investor research which concluded these three areas of practice management were the highest influencers in choosing a financial advisor: 1) Client Education & Customer Service Model- This category reflects the actual service model the practice employs and whether they incorporate any education of investments and/or markets to the client 2) Financial Planning- this category reflects what level the practice/advisor implements financial planning when servicing clientele 3) Risk Management - this category measures what systems and policies are utilized to potentially help mitigate and manage the risk of the markets.

Credentials Index

CEP	Certified Estate Planner
CFA	Chartered Financial Analyst
CFP	Certified Financial Planner
CIMA	Certified Investment Management Analyst
CAIA	Chartered Alternative Investment Analyst
CPWA	Certified Private Wealth Advisor
CHFC	Chartered Financial Consultant
CRPS	Chartered Retirement Plans Specialist
CLU	Chartered Life Underwriter
MCEP	Master Certified Estate Planner
CPA	Certified Public Accountant
AIF	Accredited Investment Fiduciary
N/APP	None Applicable

*Assets Under Management

Specialties Index:

RP	Retirement Planning	IM	Investment Management
FP	Financial Planning	RM	Risk Management
EP	Estate Planning	LM	Liability Management
SP	Special Needs Planning	RS	Retirement Services
PP	Philanthropic Planning	CS	Corporate Services
BP	Business Planning	FS	Family Office Services
WP	Wealth Preservation/Insurance	ES	Executive Services
CP	Capital Preservation	PA	Professional Athletes
CM	Comprehensive Wealth Management	HP	High Profiled Individuals
AM	Asset Allocation Management	LC	Low Cost Provider
PM	Portfolio Management	SA	Separately Managed Accounts

WHF Wealth Management

Why us?

WHAT MAKES YOUR PRACTICE DIFFERENT FROM THE REST?

We give our clients more time to devote to their businesses, personal endeavors and family by taking over the demands of managing their investments. We help to simplify the process of wealth management by giving clients the confidence that comes from knowing there is a plan in place, the ability to monitor their performance and a relationship with the team helping them accomplish their goals. We take the complex pieces of their financial lives and turn them into something they are in control of.

DESCRIBE AN IDEAL CLIENT FOR YOUR PRACTICE.

Our clients include high net worth families, 401k plans, researchers, entrepreneurs and retirees. We fit well with those who are seeking a trusted advisor to help them with the wealth preservation, income and estate investment planning needs that come with providing for their families and the causes they care about.

WHAT IS YOUR INVESTMENT PHILOSOPHY?

We create and manage our own collection of tactical portfolios tailored towards our client's needs. We believe most investors are under-served by following buy, hold and hope strategies. The recent

financial crisis has revealed the weakness of passive investing, and investors feel the need to adopt new strategies. We believe there are times along the way when it is best to change allocations, raise cash or even hedge a portfolio.

WHAT IS YOUR RISK MANAGEMENT PHILOSOPHY?

Communication is the key. We believe managing the emotional reactions to the markets is as important as managing the actual investments. By effectively communicating our portfolio strategy and the changes we are making, especially in volatile times, our clients are more knowledgeable about what is happening. This way we can make strategic rather than emotional decisions, keeping a client's long-term plans in place.

DESCRIBE YOUR COST STRUCTURE.

We prefer to charge a fee based on the value of the assets we manage. This way our compensation is directly tied to the value we are ultimately providing to the client.



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