



# PREMIER ADVISORS OF UTAH

Financial decisions touch nearly every aspect of an individual's life. Working with a capable, trustworthy financial advisor can make the difference between financial success and sleepless nights. Though separating and identifying the strongest advisors from the industry's pool of professionals is a challenge, we hope to make the daunting task a little easier. We worked with the National Association of Board Certified Advisory Practices (NABCAP), an unaffiliated, nonprofit organization, to compile a list of financial advisors you can trust.

## ASSEMBLING THE LIST

NABCAP and its board of directors created an unaffiliated evaluation process in which 20 categories of practice management are evaluated. Advisors are invited and/or nominated to participate by submitting an online questionnaire. The multi-step process uses independent resources to verify the accuracy and truthfulness of the information submitted by participating practices. NABCAP's methodology provides more transparency for investors by using largely objective, not subjective, procedures for making sense of advisors. The NABCAP list of Premier Advisors is not merely defined by assets or revenues, but identifies top advisors regardless of size, firm or affiliation.

## PUTTING THE LIST TO USE

The list of advisory practices is in alphabetical order. The NABCAP suggests narrowing the list of practices by average client size. Consider selecting practices with an average client size of a quarter to half the size you 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 to \$1 million. By doing this, you fall within the top 20 percent of the practice's clientele, increasing the probability you'll receive the greatest care and attention. Make sure the practice is capable of handling your needs by checking their top five specialties and designations. You should also interview at least three practices to see if you align well with 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] 3,500+ direct contacts were made via email and mail in Utah and 20,000 indirect to 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 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
<b>The Bapis Group</b> HighTower Advisors	\$1,860,000	118	3:3	FP,W,EP,CM,SA	Salt Lake City, UT 801-401-8701
<b>Brad Thurber</b> D. A. Davidson	\$305,000	200	1:2	CFP RP,IM,PM,CM,AM	Salt Lake City, UT 801-333-3125
<b>Cambridge Southern Financial Advisors</b> Cambridge Southern Financial Advisors	\$1,300,000	30	5:3	CFP RP,FP,IM,EP,CM	Sandy, UT 801-938-4840
<b>Central Bank dba cb Financial Advisors</b> National Financial Services	\$225,000	133	3:4	CHFC,CPA,CASL FP,RS,RM,PM,AM	Provo, UT 801-921-4225
<b>Collins Group</b> Morgan Stanley Smith Barney	\$915,000	100	2:1	CFP,CRPS RP,W,EP,PM,CM	Salt Lake City, UT 801-947-3043
<b>King, Young, Roundy Group</b> Merrill Lynch	\$1,120,000	85	2:2	CIMA RP,FP,IM,RS,PM	Provo, UT 801-426-6078
<b>DFP, Inc.</b> DFPG Investments, Inc.	\$115,000	189	4:7	CFP RP,HP,IM,CP,CM	South Jordan, UT 801-467-5115
<b>First Western Advisors</b> First Western Advisors	\$240,000	100	15:20	FP,IM,EP,PM,CM	Holladay, UT 801-930-6500
<b>Gonzalez/Sorenson Group</b> Merrill Lynch	\$1,440,000	62	2:2	CIMA RP,FP,IM,PM,CM	Salt Lake City, UT 801-535-1375
<b>Jim Dishman</b> Raymond James Financial Services, Inc.	\$505,000	60	2:2	CFP,CHFC RP,FP,IM,EP,CM	Salt Lake City, UT 801-365-1099
<b>Karras Company Inc.</b> Raymond James Financial Services, Inc.	\$1,385,000	158	1:3	CFP HP,IM,RM,PM,CM	Roy, UT 801-825-3000
<b>Net Worth Advisory Group</b> Net Worth Advisory Group	\$505,000	56	5:5	CFP RP,FP,IM,PM,CP	Sandy, UT 801-566-6639
<b>Pann/DeYoung Wealth Management Group</b> UBS Financial Services, Inc	\$1,000,000	93	2:4	CIMA BP,PM,EP,PM,CM	Colorado Springs, CO 888-447-8259
<b>Paragon Wealth Management</b> Charles Schwab	\$465,000	91	2:4	CFA RP,IM,PM,CM,SA	Provo, UT 801-375-2500
<b>Penney, Laurella &amp; Roundy Group</b> Merrill Lynch	\$5,900,000	47	3:6	CFP,CIMA CS,RM,EP,CM,AM	Salt Lake City, UT 801-535-1450
<b>Presidio Wealth Management</b> LPL Financial	\$300,000	177	1:3	CFP RP,FP,ES,CP,CM	Salt Lake City, UT 801-290-3201
<b>Runia-Ingram Team</b> Merrill Lynch, Private Banking & Investment Group	\$18,180,000	22	3:5	CFP,CIMA HP,PP,EP,PM,CP	Provo, UT 801-426-6000
<b>Silver Sage Group</b> Morgan Stanley Smith Barney	\$2,080,000	52	3:3	CFA,CFP,CIMA,AIF FP,FS,RM,PM,CM	Salt Lake City, UT 801-322-7643
<b>Smedley Financial Services, Inc</b> Securities America, Inc	\$165,000	158	6:2	CFA,CFP RP,W,PI,PM,CM	Salt Lake City, UT 801-355-8888
<b>Stephen Johnson</b> Raymond James Financial Services, Inc.	\$850,000	150	3:3	RP,FP,IM,RM,CM	Draper, UT 801-553-8999
<b>Van Wagoner, Shoemaker &amp; Associates</b> Merrill Lynch	\$2,350,000	95	2:3	CFP, CIMA RP,FP,ES,LM,CM	Salt Lake City, UT 801-535-1300
<b>Wealth Navigation, LLC</b> Wealth Navigation, LLC	\$1,200,000	28	5:5	CFA,CFP,CRPS FP,IM,FS,PM,CM	Centerville, UT 801-335-8200

#### EXEMPLARY WEALTH ADVISORS

Practice Name Firm	City Phone	Contact Website
<b>Client Education &amp; Customer Service Model</b>		
<b>Silver Sage Group</b> Morgan Stanley Smith Barney	Salt Lake City 801-322-7643	Allison Smoot <a href="http://fa.morganstanleyindividual.com/thesilversagegroup">http://fa.morganstanleyindividual.com/thesilversagegroup</a>
<b>Financial Planning</b>		
<b>The Bapis Group</b> HighTower Advisors	Salt Lake City 801-401-8701	Nick Bapis <a href="http://www.hightoweradvisors.com">www.hightoweradvisors.com</a>
<b>Risk Management</b>		
<b>Penney, Laurella &amp; Roundy Group</b> Merrill Lynch	Salt Lake City 801-535-1450	Jeff Roundy <a href="http://www.fa.ml.com/plrgroup">www.fa.ml.com/plrgroup</a>

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

<b>CEP</b>	Certified Estate Planner
<b>CFA</b>	Chartered Financial Analyst
<b>CFP</b>	Certified Financial Planner
<b>CIMA</b>	Certified Investment Management Analyst
<b>CAIA</b>	Chartered Alternative Investment Analyst
<b>CPWA</b>	Certified Private Wealth Advisor
<b>CHFC</b>	Chartered Financial Consultant
<b>CRPS</b>	Chartered Retirement Plans Specialist
<b>CLU</b>	Chartered Life Underwriter
<b>MCEP</b>	Master Certified Estate Planner
<b>CPA</b>	Certified Public Accountant
<b>AIF</b>	Accredited Investment Fiduciary
<b>CASL</b>	Chartered Advisor for Senior Living

\*Assets Under Management

#### Specialties Index:

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