

2009 INDEPENDENT SURVEY

TO FIND THE BEST IN

CLIENT SATISFACTION

*Meet the Best*

Personal Wealth Managers  
in the Twin Cities Area



# ANNOUNCING: Twin Cities 2009 FIVE STAR Wealth Managers.

We surveyed consumers, financial service professionals and our subscribers to find the best in client satisfaction wealth managers in the Twin Cities area. Here they are.

Well over half of the consumer responses in the Twin Cities area indicated it is difficult to find a wealth manager they trust and rely on <sup>(1)</sup>. 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, life insurance agents, accountants, tax advisors, attorneys, bankers, etc.

With so many wealth managers to choose from, how do you find someone who listens to you, represents your interests and operates with an emphasis on integrity and service? *Minneapolis-St. Paul Magazine* and *Twin Cities Business* can help. For the second year, the magazine formed a partnership with Crescendo Business Services, an independent research firm, to find out which wealth managers successfully satisfied key client satisfaction criteria and overall scored the highest in client satisfaction.

## The Selection Process

In June, Crescendo surveyed, by mail and phone 34,000 high-net-worth residents in the Twin Cities area and subscribers of *Minneapolis-St. Paul Magazine* and *Twin Cities Business*. An additional 4,200 surveys were sent to leaders of financial service industry companies.

On the surveys, recipients were asked to evaluate only wealth managers whom they knew 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.

Only original surveys—no copies—returned in their specially designed envelopes

<sup>(1)</sup> 2008 Consumer Survey, Quantitative Market Intelligence

were accepted as valid. By July, stacks of surveys had arrived and Crescendo began carefully scoring each wealth manager. Both positive and negative evaluations were included in the scoring. Only wealth managers with 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 Financial Industry Regulatory Authority) and other regulatory agencies.

Then, before finalizing the list, wealth managers were reviewed by a blue-ribbon panel. The blue-ribbon panel was 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.

## Best in Client Satisfaction

The resulting list of 2009 FIVE STAR Wealth Managers represents those wealth managers, of those evaluated, in the Twin Cities area, that scored highest in client satisfaction. These wealth managers, represent less than 7 percent of the wealth managers in the Twin Cities area. Only 559 of the top-scoring wealth managers made this year's list. To make the list more user-friendly, 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 2009 FIVE STAR Wealth Managers do not pay a fee to be included in the research or the final list of FIVE STAR Best in Client Satisfaction 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 evaluation.
- The FIVE STAR Award is not indicative of the wealth managers future performance.
- Wealth managers may or may not use discretion in their practice and therefore may not manage their client's 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, *Minneapolis-St. Paul Magazine* or *Twin Cities Business*.
- 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.
- For more information on the FIVE STAR Award and the research/selection methodology, go to: [fivestarpromotional.com/wmresearch](http://fivestarpromotional.com/wmresearch).



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; BK=Banking; BP=Business Planning; CG=Charitable Giving; EP=Estate Planning; FP=Financial Planning; IN=Insurance; IV=Investments; LC=Long-term Care; TS=Trust Services; TX=Taxation; WP=Will Preparation

ACCOUNTING	ESTATE PLANNING	FINANCIAL PLANNING	FINANCIAL PLANNING	FINANCIAL PLANNING
<p><b>ACCOUNTING</b></p> <p>Neil Lapidus Lurie Besikof Lapidus BP; EP</p> <p>James Lewis Lewis Kisch &amp; Associates BP; FP; TX</p> <p>Susan Savarese Sannerud Savarese and Associates TX</p> <p><b>BANKING</b></p> <p>Susan Henricks Anchor Bank FP</p> <p><b>Amber Keith</b> <b>U.S. Bank Private Client Group</b> FP</p> <p><b>Jose Peris</b> <b>U.S. Bank Wealth Management</b> EP; IV; TS</p> <p>David Waldo Private Bank Minnesota</p> <p><b>BUSINESS PLANNING</b></p> <p><b>Joe Fox</b> <b>North Star Resource Group</b> IN; IV</p> <p><b>Steven Goldetsky</b> <b>Inrelex Law Group</b> EP; WP</p> <p>Jim Sarych Financial Concepts FP; IV</p> <p>John Thorvilson Silverman Olson Thorvilson &amp; Kaufmann AC; EP; TX</p> <p>Ronald D. Ulbrich Mahoney Ulbrich Christiansen Russ EP; TX</p> <p>Dennis Zahrbock Business &amp; Estate Advisers EP; FP; IV</p> <p><b>ESTATE PLANNING</b></p> <p>David Arnold David B. Arnold Attorney at Law BP; TS; WP</p>	<p>Stuart C. Bear Chestnut &amp; Cambronne BP</p> <p><b>Bruce A. Bouta</b> <b>Attorney and Consultant</b> <b>BP; IV</b></p> <p>Steve A. Brand Robins Kaplan Miller &amp; Ciresi WP</p> <p>Joseph Earley Earley Law Offices CG; WP</p> <p>Michael S. Frost Michael S. Frost Attorney- At-Law CG; WP</p> <p><b>James Greupner</b> <b>Siegel Brill Greupner</b> <b>Duffy &amp; Foster</b> <b>BP; TX; WP</b></p> <p>Larry Henneman Gray Plant Mooty BP; TX; WP</p> <p>Scott Husaby Krass Monroe BP; CG; TX</p> <p>Thomas Johnston Johnston Law Group BP; TS; TX</p> <p>Kevin Lanigan Carlson Estate Planning BP; CG; WP</p> <p>Susan Link Maslon Edelman Borman &amp; Brand WP</p> <p><b>Peter McClellan</b> <b>The 401k Latte Company</b> <b>FP; IV</b></p> <p><b>Dave Senger</b> <b>Moss &amp; Barnett</b> <b>BP</b></p> <p><b>Curtis Swenson</b> <b>Advisor Net Financial</b> <b>IN; IV; FP</b></p> <p><b>John Thomas</b> <b>Ameriprise Financial</b> <b>BP; CG; FP</b></p> <p>Jeffrey Vest Vest &amp; Johnson BP; WP</p>	<p><b>FINANCIAL PLANNING</b></p> <p>Thomas Aamot Ameriprise Financial IV</p> <p>Mary Adamski RBC Wealth Management CG; IN; IV</p> <p>Jason Aleshire Stevens Foster Financial Advisors IN; IV; LC</p> <p><b>Charles Anderson</b> <b>Focus Financial</b> <b>EP; IN; IV</b></p> <p>Eric Anderson RBC Wealth Management IN; IV</p> <p>Gregory Anderson Ameriprise Financial EP; IV; LC</p> <p><b>Paul Archambeau</b> <b>North Star Resource Group</b> <b>IN; IV; LC</b></p> <p><b>Todd Arens</b> <b>UBS Financial Services</b> <b>IV</b></p> <p><b>Zurich Awes</b> <b>Zurich Awes Financial Management</b> <b>BP; IN; IV</b></p> <p>Denis Bakke UBS Financial Services EP; IV</p> <p>Mary Barker Ameriprise Financial/ White Ely and Associates EP; IN; IV</p> <p>Phillip Barnhill The Advocate Group CG; EP; IV</p> <p>Troy Barta Endura Financial Investment Services IN; IV; LC</p> <p><b>Daniel Bartel</b> <b>Ameriprise Financial</b> <b>BP; EP; IV</b></p> <p>James Bates Askar Corporation IN; IV; TX</p>	<p><b>David Beise</b> <b>Thrivent Investment Management</b> <b>BP; IN; IV</b></p> <p>Nick Beissel Wealth Enhancement Group EP; IN; IV</p> <p>Jeffrey Bemel Meridian Financial Group/ AXA Advisors IN; IV; LC</p> <p><b>Jonathan Benge</b> <b>Preferred Resource Group</b> <b>CG; EP; IV</b></p> <p>Angus Bennett Financial Network EP; IN; IV</p> <p>Mary Bennett UBS Financial Services BP; EP; IN</p> <p>Steinar Berg Berg Financial IN; IV; LC</p> <p><b>Larry Berger</b> <b>Berger Financial Group</b> <b>EP; IV; TX</b></p> <p>Steve Berger Advanced Advisor Group EP; IV</p> <p>Gerald Bernard Wealth Enhancement Group EP; FP; IN</p> <p><b>Grant I. Beyl</b> <b>Thrivent Financial for Lutherans</b> <b>IN; IV; LC</b></p> <p>Dick Bjorklund Principal Financial Group BP; EP; IN</p> <p>Susan Lee Blount Morgan Stanley EP; IV</p> <p><b>Daniel Boeckermann</b> <b>Boeckermann, Grafstrom &amp; Mayer</b> <b>Wealth Management</b> <b>AC; IV; TX</b></p> <p>Daniel Boyer Ameriprise Financial IN; IV; LC</p> <p><b>Reggie Boyle</b> <b>UBS Financial Services</b> <b>EP; IN; IV</b></p>	<p>Michael A. Branham Cornerstone Wealth Advisors BP; EP; IV</p> <p><b>Gwenn Branstad</b> <b>Thrivent Investment Management</b> <b>CG; IV; LC</b></p> <p>Timothy Braun RBC Wealth Management EP; IN; IV</p> <p>David Bremer Boulay Financial Advisors EP; IV; TX</p> <p>Dana Brewer KLB Financial BP; EP; IV</p> <p>C. Ann Brookman UBS Financial Services EP; IV</p> <p><b>Michael Brown</b> <b>McNellis, Bjork, Brown &amp; Asato/Raymond James</b> <b>Financial Services</b> <b>CG; EP; IV</b></p> <p>Timothy S. Brown Brown Wealth Management EP; IN; IV</p> <p>Lester Brunker Citi Family Office EP; IV</p> <p><b>Travis L. Buck</b> <b>Kusske Financial</b> <b>Management</b> <b>EP; IV; LC</b></p> <p>Robert Burley Wealth Enhancement Group EP; IN; IV</p> <p>Lawrence Bushnell Heritage Financial Group IV; LC; TX</p> <p>Lance Butner Ameriprise Financial EP; IN; IV</p> <p>Leslie Cadle Ameriprise Financial EP; IN; IV</p> <p><b>Sharon Calhoun</b> <b>Vector Wealth</b> <b>Management</b> <b>BP; EP; IV</b></p>