A SUPPLEMENT TO

# accountingTODAY

# THE TOP

THE 2016 WEALTH MAGNETS RANKING OF THE LEADING CPA FIRMS BY ASSETS UNDER MANAGEMENT

# WEALTH MAGNETS

# Setting high standards

## The new fiduciary rule and technology are top of mind for CPA financial planners

BY DANIEL HOOD

Regulation is a permanent concern for CPAs, but it's usually most disruptive on the tax or accounting front. This year, though, many of our Top Firms by Assets Under Management reported that they're paying particular attention to a new set of regs that specifically affect financial planners: The amended version of its fiduciary rule that the Department of Labor released in early April, which aims to strengthen consumer protections, but also has many in the field concerned.

At KPM Wealth Advisors in Springfield, Mo., "Special attention and resources will be given to retirement advice as the industry navigates how to improve under the guidelines of the Department of Labor fiduciary rule," said financial advisor Skylar Smith. "It will be important for the financial services industry to understand how to serve within the new landscape so the regulations that are intended to help investors do not have an adverse effect."

"Most financial planners are securities licensed with FIN-RA and not operating as fee-only fiduciaries to their clients," noted John Marchisotta, managing partner of Pivotal Planning Group, in Jericho, N.Y. "At best most are dually registered advisors, which causes further confusion for clients and conflicts of interest. The new rule may be a significant disruption to their business model."

Like many CPA financial planners, however, Pivotal Planning already operates at the sort of higher standard of care the DOL rules are meant to ensure: "We established our firm as a fee-only advisor and fiduciary to our clients from inception," Marchisotta explained. "As an SEC-registered investment advisor, we engage every client as a fiduciary and do not suffer from the conflicts of interest that dually registered advisors face."

Echoing that sentiment, Erika Young, director of employer plan services at Wipfli Hewins / Hewins Financial in Milwaukee, said, "As a registered investment advisor who upholds the fiduciary standard of care, the rule doesn't change anything for us. The DOL's final fiduciary rule only affirms what we've provided since we opened for business in 1999: sound, objective financial advice solely focused on our clients' best interests, not sales and commissions."

Operating at that higher level doesn't mean that firms don't need to understand the rules, which all advisors must comply with by January of 2018. Greg Stecher, director of operations and chief compliance officer at BerganKDV Wealth Management in Bloomington, Minn., said that his firm will be "implementing new policies and procedures to address the new rules," while at Atlanta's SignatureFD, "We are working with counsel to ensure we are addressing all potential DOL issues," according to chief compliance and chief operating officer Heather Robertson Fortner.

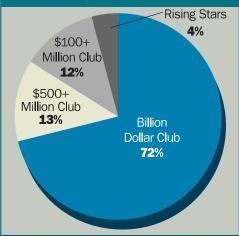
### **BACK AGAIN**

The fiduciary rule is a hot topic this year, but one of last year's big concerns remains current with the Top Firms: the intersection of technology and financial planning. This

came to the fore in 2015 with the rise of "robo advisors," algorithm-driven planning services that threatened to disintermediate flesh-and-blood advisors. While robo advisors haven't quite turned into the existential threat many feared, they have prompted some CPA financial planners to think more deeply about technology's role in the field.

"One of the most important issues facing us in the coming year is how to integrate into our practice the new developments in technology so that we can leverage the efficiencies, yet maintain the personal relationships we have with our clients," said K. Scott Barchus, president of AKT Wealth Advisors, in Lake Oswego, Ore. "We are spending time raising our own awareness and knowledge of the technology tools that are out there, and how to integrate them into our practice, as well as dedicating further resources to implement the technology."

# SHARE OF AUM Percentage of total \$117.09 billion managed by the Wealth Magnets



And John Lesser, president of Plante Moran Financial Advisors, in Southfield, Mich., noted how the "consumerization" of technology is placing pressure on professional advisors: "As our clients' use of technology evolves, our business model needs to keep pace in order to continue to deliver valued services to them when and how they need it," he said. "Our firm has invested in a solution that allows us to engage in social media activities and maintain SEC compliance for communications and we have also launched a technology-enabled practice platform to allow us to serve certain clients more effectively in a virtual relationship."

### **TWIN TROUBLES**

Two of the other major issues the leading CPA financial

planners are facing are familiar to the accounting profession as a whole, and are interrelated: the battle for talent, and the succession planning crisis.

"We believe that talent acquisition and retention will continue to be important issues that require a strategic plan as our industry ages and faces the consolidation of advisors and advisory firms," explained Gerry Knotek, chief financial officer of Akron, Ohio-based Sequoia Financial Group. In response, the firm has created a "Sequoia Playbook" that is a training guide, reference book and overall resource for new hires to give them an in-depth look at the firm's culture, as well as Sequoia University, which focuses on the lifetime development of employees.

Hiring, of course, is only the beginning, and retention isn't simply a matter of longevity — firms must also develop a new generation of leaders who can succeed the current management. At Marcum Financial Services, in Melville, N.Y., the firm is working on "identifying and developing young talent within the organization," according to president Steven Brett, and at Dallas-based LGT Financial Advisors, "We have senior advisors who will be retiring within the next five years; therefore, our primary focus is in nurturing and transitioning client relationships," noted communications coordinator Elizabeth Dahlgren. "Senior advisors are handing the reins over to their successors in the firm in order to facilitate a gradual transition, building trust and confidence with their clients."

### **REGULAR ISSUES**

And as if all that weren't enough, CPA financial planners still have to deal with all the issues that are inherent in financial planning in a period of volatility and uncertainty.

That starts with keeping clients calm and on track. Pat Beaird, president of Beaird Harris in Dallas, voiced a concern shared by many of the Top Firms by AUM: "Irrational fear can lead to poor investment decisions without proper counsel," Beaird said. "We try to engage in a constant educational process with all of our clients so they are mentally prepared for all possibilities. ... We work to ensure that investors, particularly those approaching retirement, don't have a higher allocation to equities than they can truly tolerate. Otherwise, these people are too vulnerable to a market decline during their early retirement years and are more likely to do the wrong thing at the wrong time."

Of course, in some cases, clients' fears aren't entirely irrational. For instance, V. Peter Traphagen, partner at Traphagen Investment Advisors in Oradell, N.J., is concerned about "the possibility of lower expected returns than retirees expect as a result of all the stimulus that has taken place. This has created this low-interest-rate environment which historically forecasts lower equity returns." Client education is part of Traphagen's solution, but so is "utilizing alternative asset classes to help generate more diversification and move away from interest-rate-sensitive assets." AT

12 Top Firms by AUM JUNE 2016

A Supplement to Accounting Today

# WEALTH MAGNETS

	THE BILLIO	ON DOLLAR CLUB		
AUM \$	FIRM NAME	LOCATION	STAFF	CHIEF EXECUTIVE
12,400,000,000	Plante Moran Financial Advisors	Southfield, Mich.	141	John Lesser
\$8,271,692,000	Ronald Blue & Co.†	Roswell, Ga.	275	Russ Crosson
\$6,459,348,882	myCIO Wealth Partners	Philadelphia	40	David Lees
\$5,295,000,000	RSM US Wealth Management	Minneapolis	92	Randy Matz
\$4,280,000,000	CliftonLarsonAllen Wealth Advisors	Minneapolis	109	Tony Ha <b>ll</b> ada
\$4,224,367,522	Savant Capital Management <sup>†</sup>	Rockford, III.	136	Brent Brodeski
\$3,754,799,317	Wipfli Hewins / Hewins Financial	Milwaukee	74	Roger Hewins
\$3,038,440,921	Rehmann Financial <sup>†</sup>	Lansing, Mich.	49	
\$2,918,237,296	Joel Isaacson & Co.	New York City	41	Joel Isaacson
\$2,511,810,727	BKD Wealth Advisors	Springfield, Mo.	68	Jack Thurman
\$2,400,000,000	SignatureFD	Atlanta	53	Jeff Peller
\$2,333,826,000	Honkamp Krueger Financial Services	Dubuque, Iowa	65	John Darrah
\$2,076,300,309	Forum Financial Management	Lombard, III.	62	
\$2,040,709,165	HBKS Wealth Advisors	Erie, Pa.	67	Christopher Allegretti
\$2,015,507,737	Moss Adams Wealth Advisors	Seattle	46	Rebecca Pomering
\$2,010,000,000	Level Four Advisory Services	Plano, Texas	32	Edmon Tomes
\$1,995,568,726	SVA Plumb Wealth Management <sup>†</sup>	Madison, Wis.	71	Thomas Plumb
\$1,850,680,073	Sequoia Financial Group	Akron, Ohio	50	Thomas Haught
\$1,802,301,699	Warren Averett Asset Management <sup>†</sup>	Birmingham, Ala.	31	Larry Hicks
\$1,800,000,000	Berkowitz Pollack Brant/Provenance Wealth	Ft. Lauderdale, Fla.	32	Richard Berkowitz
\$1,755,408,000	Andersen Tax <sup>†</sup>	McLean, Va.	595	Mark Vorsatz
\$1,742,653,335	Dixon Hughes Wealth Advisors <sup>†</sup>	Asheville, N.C.	21	Frank Hoyle
\$1,400,000,000	Citrin Cooperman Wealth Management	Philadelphia	10	David Bruckman
\$1,250,158,326	BerganKDV Wealth Management	Bloomington, Minn.	23	David Hinnenkamp
\$1,156,493,636	RubinBrown Advisors†	St. Louis	11	Mike Ferman
\$1,100,000,000	CCR Wealth Management	Westborough, Mass.	15	David Borden
\$1,055,631,902	Schneider Downs Wealth Mgmt. Advisors	Pittsburgh	15	Management team
\$1,028,680,835	Thomas Wirig Doll	Walnut Creek, Calif.		Jared Nelson, Barry Oliver
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### Notes on the report

For our tenth annual ranking of CPA fims by assets under management, we received submissions from over 200 firms. Such a large number of firms means, among other things, wide diversity in practice structure and in the information submitted.

In most cases, firm names are those of the financial planning subsidiary, not the affiliated CPA firm.

Firms have reported either their overall chief executive, or the leader of the planning practice. For simplicity's sake, we have listed both under "chief executive," though many bear different titles. In cases where a leader was not identified, we identified the leader of the planning practice from public sources (usually the firm's Web site).

Many firms gave a date for the AUM figure they submitted; these varied widely, from the date of submission to a recent quarter-end, but in no case was it earlier than year-end 2015.

▶ In cases where a planning firm is a subsidiary of a larger CPA firm, reporting practice varies: Some report staff and office figures for just the subsidiary, some just for the overall CPA firm, and some for both. In cases where we had a choice, we published figures from just the planning subsidiary. In addition, while most of the chief executives listed lead the planning practice, in some cases firms reported the managing partner of the larger CPA firm.

### Notes:

† Data provided by Audit Analytics, a premium online intelligence service that delivers audit, regulator and disclosure analysis to the accounting community. Reach them at (508) 476-7007, www.auditanalytics.com, or info@auditanalytics.com.

### ONES TO WATCH

Steele Financial Services	Bellingham, Wash.
Focus Asset Management	Virginia Beach, Va.
Maze Financial Planning	Chapel Hill, N.C.

Madison Wealth Advisors Lee's Summit, Mo.Pile Wealth Management Indianapolis

Focused Financial Mgmt. Baton Rouge, La.

▶ Convergence Wealth Advisors Providence, R.I.▶ CLM Capital Management Sanford, Maine

▶ Veritas Wealth Management Salt Lake City

Naarden Financial Group

▶ Skoczek & Associates San Diego▶ D & T Financial Advisors Concord, Calif.

Northgate Advisors

▶ DeDe Jones

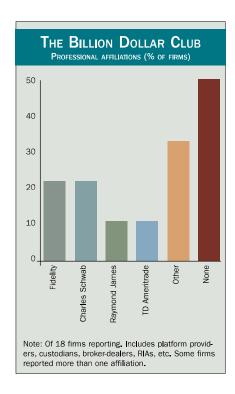
Walnut Creek, Calif. Lakewood, Colo.

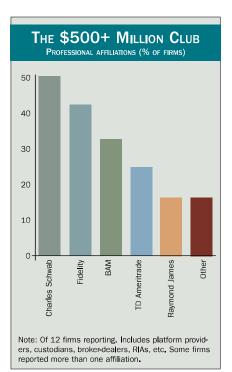
Pocatello, Idaho

A Supplement to Accounting Today Top Firms by AUM JUNE 2016 13

# TOP FIRMS BY AUM WEALTH MAGNETS

	THE \$500 MILLION-PLUS CLUB (CONT'D)					
AUM \$	FIRM NAME	LOCATION	STAFF	CHIEF EXECUTIVE		
\$460,801,886	Dopkins Wealth Management	Williamsville, N.Y.		Tom Emmerling		
\$452,642,974	PYA Waltman Capital <sup>†</sup>	Knoxville, Tenn.	9	J. William Waltman		
\$451,048,294	Lassus Wherley	New Providence, N.J.	22	Diahann Lassus, Clare Wherley		
\$424,812,384	Traphagen Investment Advisors	Oradell, N.J.	8	V. Peter Traphagen		
\$410,000,000	Boulay Financial Advisors	Eden Prairie, Minn.	14	Dave Bremer		
\$407,660,031	WealthQuest Financial Services	Norfolk, Va.		Jeff Chernitzer		
\$400,484,686	KEB Asset Management	Springfield, III.		Jim Hagerman		
\$389,434,624	SS&G Wealth Management	Akron, Ohio	13	Carina Diamond		
\$376,000,000	Kemper Capital Management	Robinson, III.	16	Thomas Moore		
\$368,268,338	Bland Garvey Wealth Advisors	Richardson, Texas		John Garvey		
\$362,370,679	Eide Bailly Advisors <sup>†</sup>	Fargo, N.D.	29	David Zaudtke		
\$345,382,434	Whitley Penn Financial <sup>†</sup>	Fort Worth, Texas	5	Thomas Rein		
\$341,126,812	Jack Oujo CPA	Wall, N.J.	10	Jack Oujo		
\$338,315,372	GreerWalker Wealth Management <sup>†</sup>	Charlotte, N.C.	14	James Reichard		
\$336,048,195	Millares Asset Management	Coral Gables, Fla.		Ruben Millares		
\$328,000,000	LBA Wealth Management	Jacksonville, Fla.	7	David Albaneze		
\$307,912,567	Cherry Bekaert Wealth Management	Richmond, Va.	14	Wesley Watkins		
\$304,455,830	Tellone Management Group†	Anaheim Hills, Calif.	7	Dean Tellone		
\$292,000,000	KPM Wealth Advisors	Springfield, Mo.	7	Jay McIntyre		
\$291,471,501	KCoe Wealth	Wichita, Kansas	6	Blake Allen		
\$285,200,000	KMH Wealth Management	Victoria, Texas	8	Thomas Lane Keller		
\$280,077,497	Arnett Carbis Toothman Wealth Advisors	Charleston, W. Va.	10	Cindy McGhee		
\$277,163,000	Glass Jacobson Investment Advisors†	Owings Mills, Md	10	omay mounto		
\$276,893,234	WebsterRogers Financial Advisors†	Florence, S.C.	7	Frank Rogers		
\$276,000,000	John F, Suby Wealth Management	Madison, Wis.	6	John Suby		
\$272,673,199	Nova Wealth Management Group	Atlanta		Jeffrey Cohen, Sam Bromberg		
\$255,401,339	Kraft Asset Management	Nashville, Tenn.		Stephen High		
\$255,000,000	Rowling & Associates	San Diego	10	Steve Doster		
\$255,000,000	-	-	3			
	Mark Sheptoff Financial Planning	Glastonbury, Conn.	3	Mark Sheptoff  Jon Sonnen		
\$246,405,026	Lauterbach Financial Advisors	El Paso, Texas				
\$237,455,461	Claris Advisors	St. Louis	45	Stan Royer		
\$234,902,000	SC&H Financial Advisors†	Sparks, Md.	15	De LIK to a Kallin Occasional		
\$233,391,046	HA&W Wealth Management	Atlanta	7	Davi Kutner, Keith Greenwald		
\$231,000,000	ShankerValleau Wealth Advisors	Skokie, III.	9	Lawrence Shanker		
\$225,000,000	<u>-</u>	Johnson City, Tenn	9	Nick Clay		
\$212,276,047	Andrews, Lucia Wealth Management	San Mateo, Calif.		Robert Lucia		
\$189,405,755	Causey Demgen & Moore†	Denver	45			
\$188,658,458	Mutual Fund Mgmt./Arvai & Associates	Troy, Mich.	4	Frank Arvai		
\$186,725,000	LGT Financial Advisors	Dallas	6	William Walsh		
\$185,000,000	Blue Ocean Strategic Capital	Syracuse, N.Y.	5	Theodore Sarenski		
\$182,563,488	Wealth Management Group	Dover, Del.		Scott Brown		
\$162,675,431	FMF & E Wealth Management	East Syracuse, N.Y.		Chris Gardner		
\$162,366,962	Kilner Capital Advisors	Gaithersburg, Md.		Joe Kilner		
\$158,998,467	Horne Wealth Advisors	Ridgeland, Miss.		Stan Purvis		
\$153,635,579	Dental Wealth Advisors	Kirkland, Wash.		Sam Martin		
\$151,079,592	Bernath & Rosenberg	New York City	4	Jacob Rosenberg		
\$148,560,000	Pivotal Planning Group	Jericho, N.Y.	10	John Marchisotta		
\$148,465,000	D3 Financial Counselors	Downers Grove, III.	8	Donald Duncan		
\$145,660,880	Wasserman Wealth Management	Farmington Hills, Mich.		Brad Wasserman		

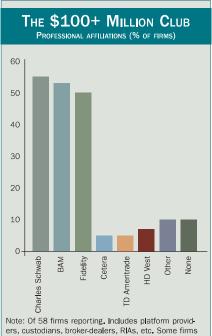




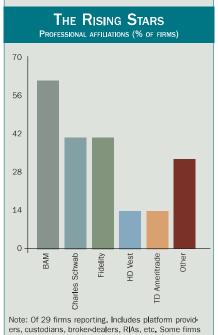
14 Top Firms by AUM JUNE 2016 A Supplement to Accounting Today

# **TOP FIRMS BY AUM** WEALTH MAGNETS

	THE \$100 MILLI	ON-PLUS CLUB (CONT	'D)	
AUM \$	FIRM NAME	LOCATION	STAFF	CHIEF EXECUTIVE
\$140,674,281	RF&L Wealth Management	Boston		Rodney Hass
\$138,097,830	Homan Wealth Advisors	Omaha, Neb.		Richard Homan
\$135,000,000	Briggs Wealth Management	Glastonbury, Conn.	6	Mark Briggs
\$135,000,000	KLR Wealth Management	Providence, R.I.	5	Peri Ann Aptaker
\$134,789,384	Heartland Investment Advisors	Overland Park, Kan		Douglas Hunt
\$131,885,452	Walpole Financial Advisors	Goleta, Calif.		Kirk Stoves, Jean Smith
\$131,704,762	Ronald P. Austin CPA/PFS	Lafayette, Ind.	1	Ronald Austin
\$128,807,867	ARK Financial Services	Bethesda, Md.		Andrew Kline
\$127,281,033	PKS Investment Advisors	Ocean City, Md.		John Stern
\$120,000,000	M. White Financial Services	Baytown, Texas	2	Matthew White
\$111,171,721	AVL WealthCare	Gulfport, Miss.		Germaine Weldon
	Squire Wealth Advisors	Orem, Utah		Tim Christensen
\$110,417,275	JDH Wealth Management	Santa Rosa, Calif.		Tim and Matt Delaney
\$110,416,745	WIN Wealth Management	Denver		M. Autterson, M. Wintersche
\$107,750,685	Cornerstone Wealth Advisors	Overland Park, Kan.		David Imhoff
\$103,088,410	Siena Wealth Advisors	Grand Ledge, Miss.		Roger Millbrook, Steve Hicks
\$103,088,410 \$102,151,823	JMF Capstone Wealth Management	Tuscaloosa, Ala.		Joel Lake
\$102,151,823	Carey & Hanna   Tax & Wealth Planners	Oxnard, Calif.	13	Davin Carey
	•	Timonium, Md.	13	·
\$100,028,529	Waypoint Wealth Management	RISING STARS		G. Palmer, D. Callan, P. Dixor
AUM \$	FIRM NAME	LOCATION	STAFF	CHIEF EXECUTIVE
\$94,293,886	WeiserMazars Wealth Advisors†	New York City	5	Carijn Michel
\$88,580,554	CTM Financial	Knoxville, Tenn.	, , , , , , , , , , , , , , , , , , ,	Pat Taylor
	Purtill Financial		4	Donald Purtill
\$80,940,000		Highland Heights, Ohio	4	
\$79,447,278	Green Wealth Management	Salem, Ore.		Phil Green
\$78,869,263	Shoreline Asset Management	New Castle, Ind.		Marion Shore
\$75,739,458	Peak Investment Solutions	Roseville, Calif.		Ken Pope
\$74,227,285	BCG Wealth Advisors	Akron, Ohio		Doug Mathey
\$73,769,451	Lake Mary Wealth Management	Maitland, Fla.	70	Paula Taylor
\$71,950,697	Gallagher, Flynn & Co.	South Burlington, Vt.	70	James Donohue
\$71,347,590	Neuenschwander Asset Management	McFarland, Wis.	_	Roy Neuenschwander
\$70,961,825	Sikich Financial <sup>†</sup>	Springfield, III.	8	Andrew Paoni
\$70,309,927	Mason Road Wealth Advisors	St. Louis		Joel Weltman
\$70,288,000	Scafa Financial Services	Pennington, N.J.	4	Elizabeth Scafa
\$70,000,000	Dexter Ward & Associates	Denison, Texas	2	Dexter Ward
	Klane Wealth Management	Minneapolis		Steve Klane
	Vantage Point Advisors	Salt Lake City		Barbara Ray
\$67,000,000	Allied Financial Partners	Victor, N.Y.	20	Thomas Tette
\$67,000,000	TDC Capital Advisors	College Station, Texas	4	Ronnie Craig
\$65,000,000	Coventry Financial Group	Quitman, Texas	3	Larry Coventry
\$64,419,622	Financial Advocates	Costa Mesa, Calif.		James Pickett
\$64,406,276	Forest Asset Management	Berwyn, III.		JoAnn May
\$63,304,592	Financial Life Advisors	San Antonio	4	Jim Oliver
\$63,000,000	CDS Financial Services	Willmar, Minn.	3	Chance Hooper
\$60,207,000	The Whitlock Co.	Springfield, Mo.	36	Joe Page
\$59,186,760	Pitzl Financial	Arden Hills, Minn.		Joe Pitzl
\$57,780,624	Michelle Miller CPA CFP	Austin, Texas		Michelle Miller
\$54,333,645	Riverstone Asset Management	Louisville, Ky.		Jennifer Ringstaff, Eric Johns
\$54,142,309	Poinciana Advisors Group	Palm Beach, Fla.		Karyl Neal
\$53,196,777	Strategic Investment Advisors	Cape Girardeau, Mo.		James Hi <b>ll</b> in
\$52,000,000	William MacDonald CPA CFP	Portsmouth, N.H.	2	William MacDonald
\$51,717,080	HBE Wealth Management	Lincoln, Neb.		Scott Becker



Note: Of 58 firms reporting. Includes platform providers, custodians, broker-dealers, RIAs, etc. Some firms reported more than one affiliation.



reported more than one affiliation.