



2010

FIVE STAR
Wealth Managers

2010 INDEPENDENT SURVEY
OVERALL CLIENT SATISFACTION



Meet your

Boston 2010 FIVE STAR Wealth Managers.

We surveyed consumers, financial service professionals and *Boston* magazine subscribers to find wealth managers in the Boston area who scored highest in overall client satisfaction. Here they are.



Well over half of the consumer responses in the Boston area indicated it is difficult to find a wealth manager they trust and rely on.⁽¹⁾ 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, etc.

With more than 14,600 wealth managers in the Boston area, how do you find someone who listens to you, represents your interests and operates with an emphasis on integrity and service? *Boston* magazine can help. The magazine recently formed a partnership with Crescendo Business Services, an independent research firm, to find out which wealth managers successfully satisfied key client satisfaction criteria and scored the highest in overall satisfaction.

The Selection Process

In July, Crescendo surveyed, by mail and phone, 105,000 high-net-worth residents in the Boston area and subscribers of *Boston* Magazine. An additional 10,200 surveys were sent to financial services industry professionals.

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 were accepted as valid. By August, 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.

An Elite Award

The resulting list of 2010 FIVE STAR Wealth Managers is an elite group, representing less than 4 percent of the wealth managers in the Boston area. Only 536 of the top-scoring wealth managers made this year's list. For a more user-friendly listing, 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 2010 FIVE STAR Wealth Managers do not pay a fee to be included in the research or the final list of FIVE STAR 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 clients' 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 or *Boston* magazine.
- 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.
- The research process for the FIVE STAR Wealth Manager Program, managed by Quantitative Market Intelligence (QMI), incorporates a statistically valid sample in order to identify the wealth managers in the local market that score highest in overall client satisfaction. QMI does not include wealth managers on the list unless their score is statistically valid. At least fifty percent of the wealth managers in the market have a statistically valid score.
- For more information on the FIVE STAR Award and the research/selection methodology, go to: fivestarpromotional.com/wmresearch.

⁽¹⁾ 2009 Consumer Survey, Quantitative Market Intelligence

2010 FIVE STAR



WEALTH MANAGERS



JAMES HUGHES

Hughes Financial Management
21 Pleasant Street
Newburyport, MA 01950
Phone: (978) 462-9500
hughesfinancialnetwork.com
Specializations: Retirement Planning and Investment Management
Designations: CFP(R), MBA, AIF(R)

In these trying times we continue to help clients retire with dignity, educate their children, and manage investment portfolios in an environment of comprehensive financial planning and monitoring. Securities and Advisory Services offered through Commonwealth Financial Network, Member FINRA/SIPC, a Registered Investment Adviser.



DOLORES KONG

Winslow, Evans & Crocker, Inc.
175 Federal St.
Boston, MA 02110
Phone: (617) 896-3573
dkong@e-winslow.com
Title/Designations: Senior Vice President, CFP(R), EA

A Pulitzer Prize finalist and George Polk Award winner in her former career at The Boston Globe, Dolores takes pride in service. Her client motto: "Educate, advocate, motivate!"
Winslow, Evans & Crocker, Inc.
Member FINRA/SIPC



CAROLYN M. LAUNIE



Two Constitution Plaza
Charlestown, MA 02129
Phone: (617) 580-4138
Carolyn.M.Launie@ampf.com
Advanced Financial Advisor, CFP(R)

We live in a fast-paced, constantly changing world. One of my responsibilities is to help my clients maintain their financial focus, so that they can plan for the things that are important to them and their families.
Financial planning services and investments offered through Ameriprise Financial Services, Inc., Member FINRA and SIPC.



STUART A. MACKINNON

Morgan Stanley Smith Barney

53 State St., 39th Fl., Exchange Place
Boston, MA 02109
Phone: (617) 589-3217
stuart.mackinnon@smithbarney.com
Sr. Vice President – Wealth Management

Stuart formed The MacKinnon Group at Morgan Stanley Smith Barney to assist high-net-worth individuals, and institutions by providing total wealth management and business planning strategies. Investments and services offered through Morgan Stanley Smith Barney LLC, member SIPC. © 2010 Morgan Stanley Smith Barney



SANDEEP MADHAVAN



Two Constitution Plaza
Boston, MA 02129
Office: (617) 580-4105
www.ameripriseadvisors.com/sandeep.x.madhavan/

As a Certified Financial Planner, I work with my clients to develop a comprehensive relationship so I can best advise them in all aspects of their financial lives.
Financial planning services and investments offered through Ameriprise Financial Services, Inc., Member FINRA and SIPC.



MICHAEL MARCHESE

Axial Financial Group
5 Burlington Woods, Ste. 102
Burlington, MA 01803
Phone: (781) 273-1400
Fax: (781) 273-1402
Michael.Marchese@axialfg.com
Focus: Asset Mgmt., Financial/Bus. Planning, Risk Management
Principal/Wealth Mgmt. Dir., CFP(R), CPA

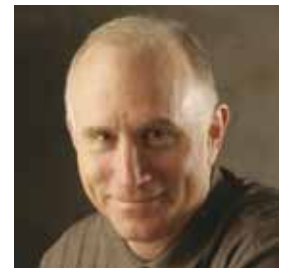
Mike's firm plays the role of the quarterback, guiding and overseeing significantly, all of our clients' financial decisions in a holistic fashion.
Securities and Advisory Services offered through Commonwealth Financial Network, Member FINRA/SIPC, a Registered Investment Adviser.



ROBERT A. MATSON

Robert A. Matson, CLU, ChFC
333 Orchard St.
Millis, MA 02054
Office: (508) 376-2009
robert.matson@lpl.com
www.lpl.com

Designations: CLU, ChFC, LIA
Retirement, Investment and Insurance Planning
With more than 25 years in the financial services industry, Bob has the experience to help you identify and prioritize the key financial issues in your life.
Securities offered through LPL Financial. Member FINRA/SIPC



JAMES MCCUSKER

James McCusker & Associates
11 Summer St.
Chelmsford, MA 01824
Phone: (978) 256-1323
James@McCuskerAssociates.com
www.McCuskerAssociates.com
Fee-only advisory firm specializing in financial planning, portfolio management and tax services

Jim has been working with individuals and families for more than 20 years providing straightforward financial advice. His firm was founded on the notion that people benefit from a holistic orientation to preserving and growing their wealth.