

# Financial Advisor 100

The CNBC FA 100 celebrates the advisory firms that top the list when it comes to offering a comprehensive service that helps clients navigate through their financial life.



2020 RANK	Firm	TOTAL AUM	YEARS IN THE BUSINESS	ACCOUNTS UNDER MANAGEMENT	2019 RANK
10	<a href="#">Richard C. Young &amp; Co.</a>	\$1.2B+	31	681	10
11	<a href="#">Diversified Management</a>	\$1.2B+	26	1509	19
12	<a href="#">Check Capital Management</a>	\$1.2B+	34	1380	52
13	<a href="#">Gofen &amp; Glossberg</a>	\$5.1B+	88	3500	15
14	<a href="#">North Star Asset Management</a>	\$1.8B+	24	2367	5
15	<a href="#">Gamble Jones Investment Counsel</a>	\$1.6B+	64	1200	12
16	<a href="#">Parsons Capital Management</a>	\$1.4B+	26	1600	37
17	<a href="#">Agincourt Capital Management</a>	\$6.8B+	21	356	17
18	<a href="#">D.F. Dent &amp; Co.</a>	\$7.6B+	45	1200	20
19	<a href="#">Woodley Farra</a>	\$1.1B+	25	953	-

**Ranked  
#14  
On CNBC's  
FA Top100**

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“Finding the right advisor to help with your financial needs and goals can be complicated. There are so many factors to assess. Many advisors will use a high asset under management as a selling point metric when marketing themselves to potential investors. However, AUM isn’t the whole story when a potential client is determining which financial advisory firm is right for them.

The [CNBC FA 100 celebrates](#) those advisory firms that top the list when it comes to offering comprehensive planning and financial services to help clients navigate their financial lives. The advisors at these firms assist in setting realistic financial and personal goals. And they will help a client stay on track to meet changing goals due to personal circumstances, and any life-changing events.

The CNBC FA 100 ranking takes into consideration factors beyond just AUM. The ranking is based on a proprietary methodology developed by CNBC in partnership with data provider [AccuPoint Solutions](#). ([View the methodology here.](#)) It was based on data culled from thousands of advisory firms.

**FA 100: CNBC ranks the top-rated financial advisory firms of 2020**

\*CNBC Financial Advisor 100 Article Published Oct. 6<sup>th</sup> 2020

<https://www.cnbc.com/2020/10/06/fa-100-cnbc-ranks-the-top-rated-financial-advisory-firms-of-2020.html>

# *100 top firms helping clients meet their financial goals*

It's evident that the financial advice business has evolved over the years. The industry continues to mature, and financial advisors are always finding ways to address and meet the demands of today's investors.

In fact, given the increased complexity of everyone's financial lives, investors are eager to seek some help and education regarding income investment planning and strategies. Obviously, advisors can play a key role in helping clients grow and protect their wealth. With that said, the CNBC FA 100 recognizes those advisory firms that continue to find ways to work closely with clients to help them mitigate risk and meet their financial goals....

....The CNBC FA 100 ranking takes into consideration a variety of key factors beyond AUM. The ranking is based on a proprietary methodology developed by CNBC in partnership with data provider AccuPoint Solutions. (See methodology box below.

## **FA 100 Methodology**

CNBC enlisted data provider AccuPoint Solutions to assist with delivering the CNBC FA 100 ranking of registered investment advisors.

The methodology consisted of first analyzing a variety of core data points from AccuPoint's database of financial services firms. This analysis started with an initial list of **37,369 RIA firms**.

AccuPoint then applied weighted categories to further refine and rank the firms, ultimately creating the list of the top 100.

The primary data points used in the analysis were reviewed, either as a minimum baseline or within a range, eliminating those firms that did not meet our requirements. Once the initial list was compiled, weightings were also applied accordingly. These data points included:

- Disclosures
- Number of years in the business
- Number of employees
- Number of investment advisors registered with the firm
- The ratio of investment advisors to total number of employees
- Total assets under management
- Percentage of discretionary assets under management
- Total accounts under management
- Number of states where the RIA is registered
- Country of domicile