

ATLANTA'S TOP 25 FINANCIAL PLANNING & ADVISORY FIRMS

Ranked by assets under management in Atlanta

Rank	Company	Total assets under management for Atlanta office* / Companywide*	Number of professionals in Atlanta** / Total Atlanta staff	Number of fee-paying clients in metro Atlanta / Companywide	Number of offices in Atlanta / Companywide / Headquarters location	Brief description of compensation	Agencies that regulate the firm†	Chief Atlanta officer(s)	Year est. in Atlanta
1.	Smith Barney, a division of Citigroup Global Markets, Member SIPC 3280 Peachtree Road N.W. (404) 266-6239 Atlanta, Ga. 30305 www.smithbarney.com	\$250,000,000,000 \$314,000,000,000	48 274	NA NA	6 more than 600 New York	referral fees, multi-revenue stream	FINRA, NASD, SEC, NYSE	Walter Jameson	1894
2.	Merrill Lynch & Co. Inc.† 3455 Peachtree Road N.E., Suite 1000 Atlanta, Ga. 30326 (404) 231-2400 www.ml.com	\$52,000,000,000 \$1,600,000,000,000	164 259	NA NA	1 703 New York	commissions, flat fees, fee as a percent of assets, referral fees	NASD, SEC	William A. Lorenz	1921
3.	Investment Research & Advisory Group Inc. 1180 West Peachtree St. N.W., Suite 2475 Atlanta, Ga. 30309 (404) 760-3730 www.lpl.com/iragroup	\$5,500,000,000 \$5,500,000,000	5 7	130 170	1 1 Atlanta	flat fees, fee as a percent of assets	FINRA	Doug Leeson, Joe Jennings	1992
4.	Iron Capital Advisors Inc. 3355 Lenox Road, Suite 925 (404) 564-9850 Atlanta, Ga. 30326 www.ironcapitaladvisors.com	\$4,500,000,000 \$4,500,000,000	3 7	31 114	1 1 Atlanta	flat fees, fee as a percent of assets	SEC	Charles E. Osborne	2003
5.	BNY Mellon Wealth Management 3290 Northside Parkway, Suite 950 Atlanta, Ga. 30327 (678) 538-2000 www.bnymellonwealthmanagement.com	\$2,600,000,000 \$162,000,000,000	17 40	more than 400 35,000	1 more than 80 Boston/New York	fee as a percent of assets	OCC, Federal Reserve Board, state regulatory agencies	D. Jack Sawyer Jr.	2003
6.	Peachtree Planning Corp. 5040 Roswell Road (404) 260-1600 Atlanta, Ga. 30342 www.peachtreeplanning.com	\$2,313,000,000 \$2,313,000,000	78 135	329 1,831	1 37 Atlanta	commissions, flat fees, fee as a percent of assets	FINRA, SEC	Robert E. Mathis	1987
7.	Crawford Investment Counsel Inc. 600 Galleria Parkway, Suite 1650 (770) 859-0045 Atlanta, Ga. 30339 www.crawfordinvestment.com	\$2,200,000,000 \$2,200,000,000	16 25	100 250	1 2 Atlanta	fee as a percent of assets	SEC	John Crawford III, David Crawford, John Crawford IV, Jon Morgan, Keith Sauls	1980
8.	Buckhead Capital Management LLC 3330 Cumberland Blvd., Suite 600 (404) 720-8800 Atlanta, Ga. 30339 www.buckheadcapital.com	\$2,100,000,000 \$2,100,000,000	18 24	NA	1 1 Atlanta	fee as a percent of assets	SEC	Walter DuPre	1994
9.	National Financial Services Group 1050 Crown Pointe Parkway, Suite 1000 Atlanta, Ga. 30338 (770) 512-5100 www.nationalfinancialservicesgroup.com	\$1,900,000,000 \$2,200,000,000	107 131	7,900 more than 10,000	23 43 Atlanta	commissions, flat fees, fee as a percent of assets, referral fees	FINRA	James L. Cook	1896
10.	Homrich & Berg Inc. 3060 Peachtree Road N.W., Suite 830 Atlanta, Ga. 30305 (404) 264-1400 www.homrich-berg.com	\$1,871,142,404 \$1,871,142,404	23 57	442 771	2 2 Atlanta	flat fees, fee as a percent of assets	SEC	Andrew J. Berg	1989
11.	Raymond James & Associates Inc.~ 3348 Peachtree Road N.E., Suite 1250 Atlanta, Ga. 30326 (404) 365-9712 www.raymondjames.com	\$1,466,831,287 \$66,023,456,488	12 66	NA	3 207 St. Petersburg, Fla.	commissions, flat fees, fee as a percent of assets	SEC	Randal Langdon	1983
12.	Wilmington Trust Corp. 3280 Peachtree Road N.E., 27th Floor Atlanta, Ga. 30305 (404) 760-2100 www.wilmingtontrust.com	\$1,300,000,000 \$37,100,000,000	17 43	NA	1 25 Wilmington, Del.	fee as a percent of assets	Office of Thrift Supervision	Philip P. Cave	2002
13.	The Henssler Financial Group 3735 Cherokee St. (770) 429-9166 Kennesaw, Ga. 30144 www.henssler.com	\$1,159,000,000 \$1,159,000,000	22 59	604 764	2 2 Kennesaw	flat fees, fee as a percent of assets	SEC	Gene W. Henssler	1987
14.	Lincoln Financial Advisors 3625 Cumberland Blvd., Suite 900 (770) 799-7000 Atlanta, Ga. 30339 www.lfg.com	\$1,148,000,000 NA	26 60	500 NA	5 NA Philadelphia	commissions, flat fees, fee as a percent of assets	FINRA, SEC	Lyra Howalt	1910
15.	SignatureFD LLC 600 Peachtree St., Suite 2700 (404) 253-7600 Atlanta, Ga. 30308 www.signaturefd.com	\$991,495,838 \$991,495,838	14 NA	283 275	1 1 Atlanta	commissions, flat fees, fee as a percent of assets	SEC	Jeffrey S. Peller	1997
16.	Capstone Financial Partners 3333 Peachtree Road N.E., Suite 400 Atlanta, Ga. 30326 (404) 261-8900 www.capstonefinancialpartners.com	\$831,575,760 \$831,575,760	42 92	NA	1 8 Atlanta	commissions, flat fees, fee as a percent of assets	FINRA, SEC, SIPC	Andrew L. Moore	1894
17.	Creative Financial Group Ltd. 1000 Abernathy Road, Suite 1500 (770) 913-9704 Atlanta, Ga. 30328 www.cfgltd.com	\$821,000,000 \$870,000,000	17 29	600 800	1 2 Atlanta	flat fees, fee as a percent of assets	SEC	Robert W. "Buzz" Law	1988
18.	Integrated Financial Group 600 Embassy Row, Suite 400 Atlanta, Ga. 30328 (770) 353-6400 www.integrated-financial-group.com	\$817,000,000 \$1,300,000,000	26 42	NA	6 18 Atlanta	commissions, flat fees, fee as a percent of assets	FINRA, SEC	Donald Patrick	1976
19.	A. Montag & Associates Inc. 133 Peachtree St., Suite 2500 (404) 522-5774 Atlanta, Ga. 30303 www.amontag.com	\$797,000,000 \$797,000,000	12 19	165 200	1 1 Atlanta	flat fees, fee as a percent of assets	SEC	John Montag, Edward Montag	1982
20.	GV Financial Advisors 1100 Abernathy Road, Suite 500 (770) 295-5600 Atlanta, Ga. 30328 www.gvfinancial.com	\$753,462,183 \$753,462,183	17 58	473 473	1 1 Atlanta	commissions, flat fees, fee as a percent of assets	SEC	Matt Geller, David Geller, Marc Lewyn	1991
21.	Capital Directions Investment Advisors LLC 400 Northridge Road, Suite 220 (404) 237-8881 Atlanta, Ga. 30350 www.capdir.com	\$700,000,000 \$700,000,000	3 9	85 85	1 2 Atlanta	fee as a percent of assets	SEC	Jack Calhoun, Dennis Covington	1985
(tie)	Diversified Trust Co. 400 Galleria Parkway, Suite 1820 (770) 226-5333 Atlanta, Ga. 30339 www.diversifiedtrust.com	\$700,000,000 \$3,300,000,000	9 13	185 750	1 3 Memphis, Tenn.	flat fees, fee as a percent of assets	Tennessee Banking Commission	John P. Seckman, J. Hal Daughdrill III	2002
23.	Ronald Blue & Co. 300 Colonial Center Parkway, Suite 300 Roswell, Ga. 30076 (404) 705-7000 www.ronblue.com	\$674,000,000 \$5,036,000,000	88 122	825 3,400	2 15 Atlanta	fee as a percent of assets, financial planning, tax revenue	SEC	Russ Crosson	1979
24.	Brightworth LLC 3280 Peachtree Road N.E., Suite 2075 Atlanta, Ga. 30305 (770) 368-1700 www.brightworth.com	\$654,741,000 \$654,741,000	10 25	203 329	2 2 Atlanta	flat fees, fee as a percent of assets	SEC	Chris Dardaman	1997
25.	Capital Investment Advisors Inc. 200 Sandy Springs Place, Suite 300 Atlanta, Ga. 30328 (404) 531-0018 www.yourwealth.com	\$650,000,000 \$650,000,000	8 11	1,200 NA	1 1 Atlanta	flat fees	SEC	Michael Reiner, Howard Alpern, Mike Kavanagh	1992

* Figures only include investment assets actually managed, not any life insurance policies, and only assets on which the firm is collecting advisory fees. Some firms are reporting assets under management (AUM) statistics, others include assets under advisement (AUA). AUM figures include all investment assets under the discretion of the firm, while the broader AUA statistic also includes the fully vested equity value of investment assets not under the discretion of the firm, but the firm provides ongoing advisement, continuous monitoring and periodic reporting. All information is current as of Sept. 30, 2008.

** A professional is defined here as a person with a professional designation, such as a CPA or CFP, who is qualified to provide comprehensive financial planning services.

† NASD - National Association of Securities Dealers
SEC - Securities and Exchange Commission
FINRA - Financial Industry Regulatory Authority
OCC - Office of the Comptroller of the Currency

~ Bank of America Corp. agreed Sept. 15 to buy Merrill Lynch. The deal is slated to close in the first quarter of 2009.

~ Figures represent Raymond James & Associates and do not include Raymond James Financial's independent arm, Raymond James Financial Services.

NA - Not available or not applicable

Ameriprise Financial Services Inc., Bank of America Private Wealth Management, JP Morgan Private Bank and Wachovia Securities either did not reply to survey requests or declined to disclose assets under management for their Atlanta office.

SOURCES: Atlanta Business Chronicle research and the firms

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