

“The Five Star Wealth Manager Program is operated by Crescendo Business Services, LLC, AKA Five Star Professional, which creates and conducts a survey that measures the following selection criteria:

Eligibility Criteria – Required

(1) Credentialed as an investment advisory representative (IAR), a FINRA registered representative, a CPA or a licensed attorney, (2) Actively employed as a credentialed professional in the financial services industry for a minimum of five years, (3) Favorable regulatory and complaint history review*, (4) Fulfilled their firm review based on internal firm standards, (5) Accepting new clients

Evaluation Criteria - Considered

(6) One-year client retention rate, (7) Five-year client retention rate, (8) Non-institutional discretionary and/or non-discretionary client assets administered, (9) Number of client households served, (10) Education and professional designations.

*Defined as not having (1) been subject to a regulatory action that resulted in suspension or revocation of licensure, or payment of a fine, (2) has more than a total of three customer complaints filed against them (settled or pending) with any regulatory authority of Five Star Professional’s consumer complaint process, (3) individually contributed to a financial settlement of a customer complaint filed with a regulatory authority, (4) filed for bankruptcy, or (5) been convicted of a felony.

Research Disclosures

Candidates for the Five Star award do not pay fees to participate in, be considered for, or be placed on the Five Star award list. The Five Star award does not evaluate the quality of services provided to clients, is not indicative of future investment success or future performance, and does not guarantee inclusion on future Five Star award lists.

Wealth managers may or may not use discretion in their practice and therefore may not manage their clients’ assets.

Candidates for the Five Star award list are identified by one of three sources: firm nomination, peer nomination, or pre-qualification based on industry standing. Candidates cannot be nominated by clients.

Please note that candidates may have had unfavorable survey ratings.

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 Five Star Professional, Twin Cities Business or Mpls. St. Paul 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 Five Star Professional in the future.

Five Star Professional is not an advisory firm, and the Five Star Wealth Manager award should not be considered financial advice. For more information on the Five Star award and the research/selection methodology, go to www.fivestarpromotional.com.

2,083 award candidates in the Twin Cities area were considered for the Five Star Wealth Manager award. 854 (approximately 41 percent of the award candidates) were named 2016 Five Star Wealth Managers.

EFS Advisors is not affiliated with Five Star Professional, Crescendo Business Services, LLC, Twin

Cities Business or Mpls. St. Paul Magazine.