BARRON'S

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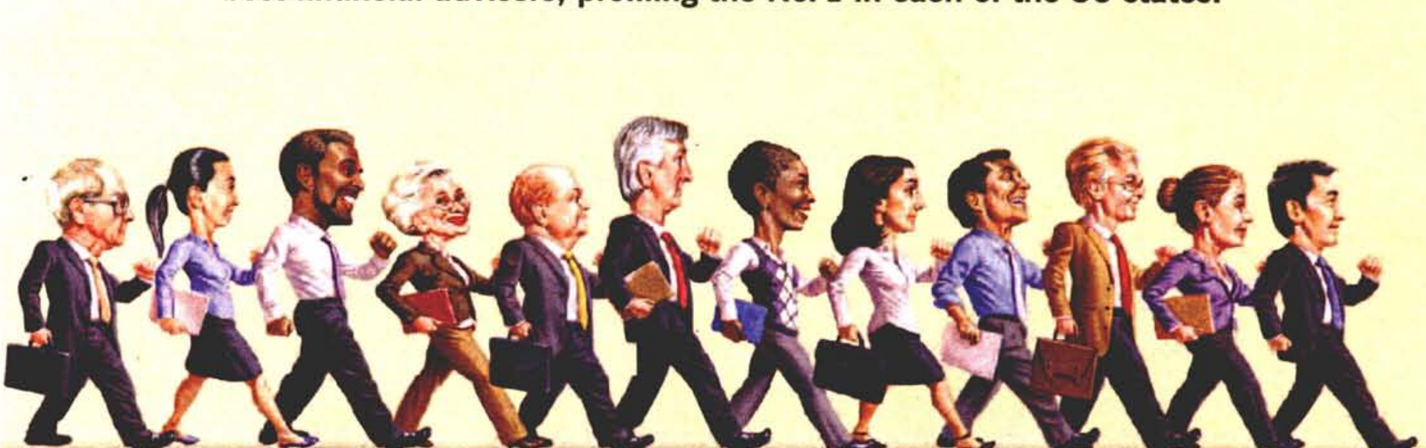
THE TOP 1,000 ADVISERS

In this era of uncertainty, with trusted advice more valuable than ever, we've compiled our largest list of the nation's best financial advisers, profiling the No. 1 in each of the 50 states.



2009	Name	Firm	Location	CUSTOMERS Retail (Up to $1 mil)	High Net-Worth ($1-10 mil)	Ultra-High Net-Worth ($10+ mil)	Foundations	Endowments	Institutional	Typical Account ($mil)	Typical Net-Worth ($mil)	Team Total Assets ($mil)
PENNSYLVANIA												
	Stephen Todd Walker	Morgan Stanley	Philadelphia		•	•	•	•	•	10+	50	1,700.0

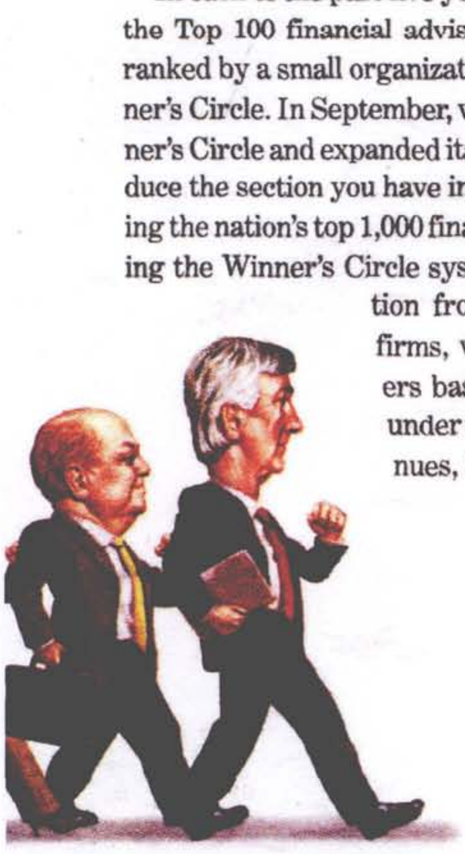
1,000 Great Advisers

If there was ever a time when investors need advice they can trust, this is surely it. Stocks have fallen more than 40% from their peak, once-mighty banks look shaky, and the name Bernie Madoff seems to be on everyone's lips.

Journalists provide a public service by exposing the scoundrels, and we do our share of that here at *Barron's*. Indeed, we wrote a skeptical piece on Madoff himself eight years ago, questioning his opaque methods and the uncannily steady returns he claimed.

There is also journalistic value in shining the spotlight on the best people in the financial business. That's what we aim to do with this special issue.

In each of the past five years, we have listed the Top 100 financial advisers in America as ranked by a small organization called the Winner's Circle. In September, we bought the Winner's Circle and expanded its operations to produce the section you have in your hands, ranking the nation's top 1,000 financial advisers. Using the Winner's Circle system, plus information from major financial firms, we assessed advisers based on their assets under management, revenues, the quality of their practice and their regulatory records. We can't claim that each of these advisers is perfect. Yet we can say that we have never had a substantive complaint about any adviser on past Winner's Circle lists. We hope that record continues.



Why enlarge the list? For one thing, the bigger list allows us to recognize terrific advisers from Kansas, South Carolina, Alabama and Alaska—just a few of the states that had no representation on our list of 100, largely because advisers' asset levels in such states were not high enough.

But don't think that this expanded list is easy to join. These 1,000 advisers represent just over 1% of all the advisers who work at large financial firms.

The ranking contains very few independent financial advisers, many of whom run their own firms and have relatively small levels of assets under management. We will continue to rank the independents in a listing each August, and someday we hope to expand that list as well.

The point is that in an age of unprecedented uncertainty, we've gathered the names of 1,000 advisers who try their best to earn clients' trust, in good years and bad. That may not make the headlines in other publications, but we think it's noteworthy and newsworthy. Let us know what you think at editors@barrons.com.

Ed Finn

EDITOR AND PRESIDENT Edwin A. Finn Jr.

Who are the best financial advisers in your state? Here's a complete roster. What they're recommending now.

The Top 1,000

by Suzanne McGee It's make or break time for the country's best and brightest financial advisers.

Fresh from a year in which every asset class posted large losses, and diversification aggravated those declines instead of mitigating them, financial advisers at big Wall Street houses, banks and other firms are trying to repair the damage to investor pyschology—and to their own confidence in markets. "It's been an Armageddon; there was absolutely nowhere to hide from all the nightmare stuff flying around," says Lorna Meyer, senior vice president of investments for Merrill Lynch in California. "It's the financial-market version of 'shock and awe.' Now we have to figure out what to do in the aftermath."

One good idea: Follow the leaders. In this special report, *Barron's* offers a state-by-state ranking of America's top financial advisers—1,000 in all. We pay especially close attention to the No. 1 advisers in each state, laying out their strategies and investment picks in a series of profiles. By a wide margin, those pros and others in the ranking now recommend buying beaten-down corporate and municipal bonds, some with yields approaching double digits.

"For so long—decades—the place that investors made real money was in the stock market," says Victor

Livingstone, a top adviser with Morgan Stanley in Boston. "Now, looking back over the last 10 years, their stock-market returns are zero. That's hard to adjust to."

He's been pointing clients to bonds issued by blue-chip companies. "Ironically, the corporate-bond market is the one place today where you can capture something that looks like the stock-market returns of times gone by," says Livingstone. "And they're safer than stocks—they rank higher in the capital structure."

Adviser Scoreboard

Merrill Lynch has the most financial advisers in the top 1,000...

Merrill Lynch	239	JPMorgan	38
Wachovia Securities	135	LPL	36
Smith Barney	122	Raymond James	24
Morgan Stanley	121	Deutsche Bank	22
UBS	118	Ameriprise	21

...it also leads the field based on advisers who rank No. 1 in their states.

Merrill Lynch	15	Wachovia Securities	6
Smith Barney	7	Morgan Stanley	5
UBS	6		

That's not to say the top advisers are bypassing stocks altogether. Some spot bargains in household names like **Johnson & Johnson** (ticker: JNJ), **Coca Cola** (KO) and **3M** (MMM). But at times, persuading clients not to abandon stocks altogether is proving to be a tough sell.

"There is at least the potential that we will see a lost generation of investors; those who are unwilling or not able to stay committed to it, and those who are newer investors, and who have only lost money in stocks," says Lance McIntosh, senior vice president and portfolio manager at Ragen MacKenzie, a Bellevue, Wash.-based division of Wells Fargo. Some of his clients have pulled out of stocks entirely, not wanting to let their portfolios fall below a certain level of pain.

In other words, our 1,000 advisers—most of them from big brokerage houses and units of banks—are facing the challenge of their lifetimes. Chances are, they will prove more successful than the other 84,000 advisers at big Wall Street firms and banks.

The state-by-state rankings, like our other lists in this field, reflect advisers' assets under management, revenue generated for their firms, quality of service and regulatory records. Investment performance is not an explicit factor, because audited performance records aren't available. But generally, advisers with big books of business deliver good returns; that's how they get and retain clients. The rankings were produced by Winner's Circle, a research organization that *Barron's* acquired last fall.

With Wall Street shaken to its core over the past year, the strong performance of top financial advisers has been one of the few bright spots for the securities industry. Customers want good advice more than ever, and firms are competing fiercely for the best advisers. Indeed, most of the advisers in our ranking have been faring considerably better than their employers.

Merrill Lynch, acquired last year by **Bank of America** (BAC) as it was teetering, comes out as the big winner on our roster, with a total of 239 advisers making the cut. Wachovia Securities, whose hobbled parent was acquired by **Wells Fargo** (WFC), was No 2., followed by Smith Barney, a unit of problem-plagued **Citigroup** (C). When Smith Barney and **Morgan Stanley** (MS) combine their brokerage businesses, as planned, that unit would be in a virtual tie with Merrill for No. 1.

Merrill's "thundering herd" enjoys long and established roots in every state of the country. "This presence is critical as it allows our advisers to bring the very best of Merrill Lynch to every community where we do business," says Dan Sontag, head of Merrill Lynch Global Wealth Management.

What, exactly, are affluent investors looking for these days? Transparency and liquidity go hand in hand with safety, and that tends to rule out hedge funds, once the investment of choice.

Elaine Meyers, an adviser with Credit Suisse in San Francisco, thinks that buying partnership interests in private equity funds at distressed valuations on the secondary market could be a solid long-term bet. "But generally speaking, my clients are shying away from alternatives of all kinds," Meyers says.

And so it is that high-quality bonds are the new stars. John Fitzpatrick of UBS in New York especially likes munis; counting the tax advantage, they can offer high single-digit yields. He also see a place for stocks like **Colgate-Palmolive** (CL); it has a strong competitive position and a dividend yield of 2.5%.

Says Fitzpatrick "It's the low-hanging fruit—the safer securities offering good yields—that is going to be most appealing to nearly everyone." Let the fruit-picking begin! ■