SAN FRANCISCO
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THE LIST
MARCH 4-10, 2011

Top Wealth Advisors in the Greater Bay Area, Part 2

(Selected by NABCAP and listed alphabetically)

Wealth Advisor Address Phone | website	Firm name	Average assets under management per client	Average No. of clients per advisor	Advisor to support staff	Credentials	Top five specialties
Golden Gate Institutional Consulting 2185 North California Blvd., Walnut Creek 94105 925-746-0278 | NR	UBS Financial Services, Inc.	$10,000,000	50	2:4	CFP, CIMA	AM, CM, FP, PP, SA
Griepp/Lesko/Palmer/Jones 555 California St., Ste. 1400, San Francisco 94108 415-576-2147 | NR	Morgan Stanley	$37,800,000	20	4:6	CFA	CM, FP, IM, PM, RM
Heffernan Financial Services 120 Howard St., Ste. 550, San Francisco 94105 415-778-0300 | www.heffgroupfs.com	Schwab Institutional	$2,960,000	28	9:4	CFP, CLU	BP, EP, FP, PM, WP
Hofmann Financial Group 1850 Mt Diablo Blvd., Ste. 401, Walnut Creek 94111 925-944-8700 | NR	LPL Financial	$200,000	40	7:1	CFA, CFP, CHFC	FP, PA, PM, RP, WP
Hulburd/Tyler Group 101 California St., #2100, San Francisco 94108 415-288-2601 | NR	Merrill Lynch	$29,570,000	18	2:3	NR	CM, ES, HP, IM, SA
Jackson Group 2725 Sand Hill Road, Ste. 100, Menlo Park 94596 650-234-5901 | NR	Morgan Stanley Private Wealth Management	$12,700,000	50	3:4	CIMA	CM, EP, ES, FS, IM
Jason C. Hayes 600 California St., 8th floor, San Francisco 94596 415-955-3712 | NR	Merrill Lynch	$3,500,000	50	2:1	CFP	CM, ES, FP, IM, RP
John Shuhda 650 California St., San Francisco 94111 415 249-2048 | NR	Credit Suisse	$5,000,000	13	2:2	NR	CP, EP, FS, PM, RM
Kenny Christiansen Team 1331 N. California Blvd., Ste. 700, Walnut Creek 94025 925-945-4893 | NR	Merrill Lynch	$1,100,000	100	2:1	CFP	CM, EP, FP, IM, LM
Luminous Capital 4400 Bohannon Drive, Ste. 230, Menlo Park 94025 888-201-3725 | www.luminouscap.com	Luminous Capital	$10,000,000	34	9:9	CFP, CIMA	AM, CM, CP, FP, PM
Mark T. Curtis 1001 Page Mill Road, Building 4, Palo Alto 94010 800-388-4930 | www.institutionalconsulting.citi.com/curtisgroup	Morgan Stanley Smith Barney	$25,000,000	40	1:8	NR	AM, CM, CS, FS, PM
McKelvy / Menlo Group 2882 Sand Hill Road, Ste. 200, Menlo Park 94025 650-234-5130 | www.fa.smithbarney.com/themenlogroup	Morgan Stanley Private Wealth Management	$6,015,000	528	2:6	NR	CM, EP, FS, IM, RM
Meniktas Group 2185 N California Blvd, Ste. 400, Walnut Creek 94104 925-746-0285 | financialservicesinc.ubs.com/team/themeniktasgroup	UBS Financial Services, Inc.	$1,500,000	55	2:2	CIMA	CM, EP, FP, IM, PP
Meyer Team 101 California St., Ste. 2100, San Francisco 94010 415-288-2518 | NR	Merrill Lynch	$14,900,000	25	2:4	NR	CM, FP, FS, IM, RM
Mosaic Financial Partners Inc. 140 Geary St., 6th Floor, San Francisco 94704 415-788-1952 | www.mosaicfp.com	Mosaic Financial Advisors, Inc	$2,000,000	40	5:10	CEP, CFA, CFP, CIMA, CLU	CM, FP, IM, PM, RP
Mt. Eden Investment Advisors LLC 343 Sansome St., Ste. 1600, San Francisco 94104 415-288-3000 | www.mtedeninvest.com	Mt. Eden Investment Advisors, LLC	$6,000,000	12	9:7	CFA, CFP, CIMA	AM, CM, PM, PP, SA
Navigation Group Inc. Three Lagoon Drive, Ste. 110, Redwood Shores 94065 650-595-1700 | www.navigationgroup.com	LPL Financial	$1,000,000	135	2:7	CFA, CFP	CM, PM, RM, RP, WP

HOW NABCAP ASSEMBLED ITS LIST OF WEALTH ADVISERS

The accompanying list of wealth advisers was developed by the National Association of Board Certified Advisory Practices.

The practices were selected for this list in a multi-step process intended to maintain integrity and objectivity.

Each participating advisory practice is evaluated on the following categories of practice management in no weighted order:

- Financial planning.
- Investment planning.
- Accountability.
- Practice management.
- Education.
- Credentials/designations.
- Cost.
- Disclosure.
- Fees.
- Compensation.
- Technology and software.
- Performance.
- Risk.
- Operations.
- Team.
- Experience.
- Personnel.
- Reporting.
- Customer service model.
- Client education model.

Each participating practice completed a questionnaire structured with unbiased, fair and equal, thorough questions monitored and approved by NABCAP's board of directors.

NABCAP scores the questionnaire based on a proprietary methodology.

The listing was open to all advisers in the Bay Area market. Once the advisers have submitted their online questionnaire, NABCAP verifies the information submitted and checks the advisers' compliance records and any licenses and designations they said they hold to confirm they are current and compliant.

The result is a quantitative score that enables NABCAP to objectively compare all the submissions. Practices that made the list reached or surpassed that minimum score. NABCAP does not make scores public. ■