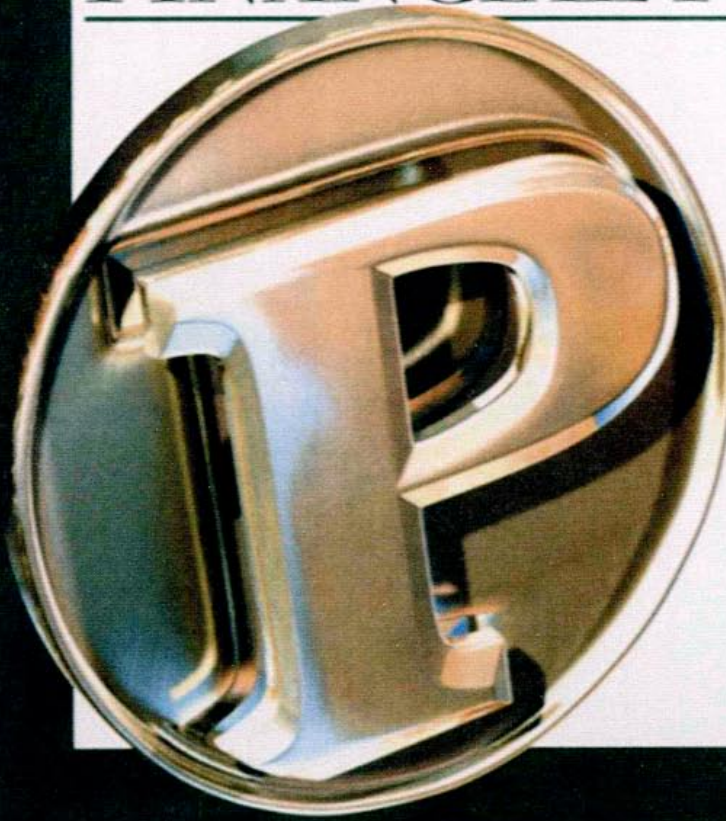


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WE SCoured
THE COUNTRY
FROM COAST
TO COAST TO
FIND THESE
FINANCIAL
PLANNING
CHAMPIONS.

GREAT FINANCIAL PLANNERS



HOW WE PICKED THEM

This elite roster is the result of thousands of hours of reporting. ▶Our goal: to find champion financial planners, those who pursue excellence and go beyond the call of duty to serve clients. ▶You can't tell a great planner by credentials alone. Our team interviewed hundreds of experts nationwide, from money management firms, consulting firms, fund companies, brokerages, universities, and elsewhere. We asked point-blank: Who are the best of the best? To whom would you bring your own money? ▶That was a start. Assisted by research company Thomson Financial, we contacted state regulators and examined SEC filings as a double-check on quality. (Customer complaints, for example, might raise a red flag.) And we talked to planners' colleagues, clients, and rivals for more insight. ▶To create our final list, we considered other factors—account minimums, areas of specialization, and methods of compensation, for example—to ensure a diverse selection. ▶The final product—simply, great planners.

Compiled by Robert J. Levy, Tracey Longo, Andrew Rafalaf, Jennifer Stathis, Barbara Miotek Whelehan

ILLUSTRATION BY JOE ZEFF

Rankings and/or recognition by publications should not be construed by a client or prospective client as a guarantee that he/she will experience a certain level of results if JNBA is engaged, or continues to be engaged, to provide investment advisory services, nor should it be construed as a current or past endorsement of JNBA by any of its clients. Rankings published by magazines, and others, generally base their selections exclusively on information prepared and/or submitted by the recognized adviser.

NAME FIRM/LOCATION	TELEPHONE/ WEB SITE	ASSETS MANAGED (MILLIONS)	ACCOUNT MINIMUM/ AVERAGE	ACCREDITATIONS/ DEGREES (SELECTED) ¹	COMMENTS
MARK BALASA Balasa & Hoffman Inc., Schaumburg, IL	847-925-9400 b-h.com	\$450 ²	\$400,000/ \$1,100,000	CFP, CPA	Specialties include portfolio management and estate planning. "Possesses a strong, analytical mind."
ELAINE BEDEL Bedel Financial Consulting, Indianapolis	317-843-1358 —	186 ²	\$300,000/ \$625,000	MBA, CFP	Chairwoman, CFP board of governors. Expert on stock options. "Strong relationship manager, a client advocate."
GARY BOWYER Gary N. Bowyer & Assocs., Ridge Park, IL	847-789-5000 gnbassoc.com	25	\$250,000/ \$750,000	MBA, CFP	Comprehensive advisor for upper-middle-income, high-net-worth clients. "A senior statesman among planners."
JUDITH BROWN JNBA Fin. Advrs., Bloomington, MN	952-844-0995 www.jnba.com	240	None/ \$482,000	JD	Former chairwoman of AARP board. Background in government, finance, law adds depth to planning skills.
MICHAEL CHASNOFF ACS Financial Advrs., LLC, Cincinnati	513-792-6648 —	200	\$100,000/ \$1,200,000	CFP	Broad macro-economic knowledge. Specializations include stock options, trusts, distribution planning.
MICHELE A. CODY CRB Financial Services, Racine, WI	262-884-6168 —	50+	None/ NA	CFP	"The female Marcus Welby of planning. Archetypal old-school, trusted advisor." Forte: comprehensive planning.
MARILYN CAPELLI DIMITROFF Capelli Financial Svcs., Bloomfield Hills, MI	248-594-9282 www.capellifin.com	110	None/ \$500,000	CFP	Specialties: small businesses, planning for people with irregular incomes. "Grasp of the entire financial world."
ARMOND DINVERNO Dinverno & Foltz Fin. Group, Oak Brook, IL	630-954-4740 dffinvest.com	450 ²	\$400,000/ \$1,100,000	JD, CFP, CPA	"Mature judgment about what's important in money management." Estate planning a strength.
JILL GIANOLA Gianola Financial Pl., Worthington, OH	614-840-0770 —	26	None/ \$185,000	MBA, CFP	Works with middle-income clients, teaches other planners how to do same. One strength: insurance.
R. MATTHEW HAMILTON Hamilton Capital Mgmt., Columbus, OH	614-273-1000 hamiltoncapital.com	270	None/ \$500,000	CFP	Great asset allocator. "Ignores the market herd." Grew firm from \$90 million to \$270 million in past three years.
PAULA HOGAN Hogan Financial Management, Milwaukee	414-352-9111 hoganfinancial.com	28	None/ \$890,000	CFA, CFP	A "wired" advisor who knows technology. "The planner other planners call to discuss innovative strategies."
KURT KRUMHOLZ Suby, Von Haden & Assocs., Madison, WI	608-831-8181 sva.com	270 ²	\$150,000/ \$800,000	CFP	Expertise in valuing family businesses for estate-planning purposes. "Mentors other advisors."
MARTIN KURTZ The Planning Center Inc., Moline, IL	309-797-4030 theplanningcenter.com	50	\$100,000/ \$350,000	CFP	"Analyzes the numbers and the human part of the planning equation." Interactive Web site for clients.
ROSS LEVIN Accredited Investors, Edina, MN	952-841-2222 accredited.com	225 ²	\$1,000,000/ \$1,500,000	CFP	Created system allowing people to quantify results of financial plans. Fee and commission.
JO ANNE PAYNTER Partnership Financial, Hilliard, OH	614-529-2940 partnershipfinancial.com	15+	None/ \$338,000	CFP	Highly individualized client care. One specialty: working with older clients who need personalized attention.
JIM PUTMAN Wealth Management, Appleton, WI	920-731-3525 www.wealthmgmt.com	190	\$80,000/ \$700,000	CFP	Ex-NAPFA president. "He loves a challenge." Does market research for other planners. "Superb portfolio manager."
PEGGY RUHLIN Budros & Ruhlin, Columbus, OH	614-481-6900 www.budrosandruhlin.com	462	\$500,000/ \$1,850,000	CFP, CPA, PFS	"A grande dame of planning." Broad-based financial advisor embraces multidisciplinary planning approach.
JIM SANDAGER Syverson, Stregle, Sandager, W. Des Moines	515-225-6000 sss-co.com	150 ²	\$500,000/ NA	MBA, CFP	"Began on the sales side; his knowledge of both products and planning is a big plus." One focus: philanthropy.
BERT WHITEHEAD Cambridge Connection, Franklin, MI	248-737-7090 cambridgeconnection.com	100	\$1,000,000/ \$2,500,000	MBA, JD	Pioneered fee-only services to middle-income clients. Runs program to show planners how to do the same.
STEVE C. YOCKEY American Express, Red Wing, MN	651-388-2035 americanexpress.com	60	\$25,000/ \$150,000	MA	"Ignores" media babble. Does proprietary technical analysis. Great market instincts. Fee and commission.

NA: not available. ¹CFA: Certified Financial Analyst; CFP: Certified Financial Planner; CPA: Certified Public Accountant; JD: Attorney; MA: Masters; MBA: Masters in Business Administration; PFS: Personal Financial Specialist. ²Yearwide.

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