

FINANCIAL ADVISERS

Rank Prev. Rank	Company •Address	•Website •Email	OC registered representatives •yearly % change	OC employees •yearly % change	OC offices	Companywide offices	Services offered in OC						Parent company •Headquarters	Top local official(s) •Title •Phone/fax
							Stock brokering	Annuities	Money management	Insurance	Investment banking	Underwriting		
1 (1)	Wells Fargo & Co. 5 Park Plaza Irvine 92614-5995	wellsfargo.com	460 0%	4,226 7%	109	9,000	Y	Y	Y	Y	Y	Y	Wells Fargo & Co. San Francisco	Chris Rommel regional managing director
2 (2)	Merrill Lynch Wealth Management 520 Newport Center Drive, Ste. 1900 Newport Beach 92660-7084	ml.com	250 4%	395 4%	6	477	Y	Y	Y	Y	Y	Y	Bank of America Charlotte, N.C.	Elias Dau/Carole Wentz Newport Beach market executive/ Greater Orange County market executive (949) 721-6100
3 (3)	Morgan Stanley Smith Barney LLC 1901 Main St., penthouse Irvine 92614-0510	morganstanleysmithbarney.com	220 ⁽¹⁾ NA	251 ⁽¹⁾ NA	4 ⁽¹⁾	660 ⁽¹⁾	Y	Y	Y	Y	Y	Y	Morgan Stanley New York	Michael Million complex director (949) 955-7500
4 (4)	UBS Financial Services Inc. 888 San Clemente Drive, Ste. 300 Newport Beach 92660-6366	ubs.com/financialservices	192 ⁽¹⁾ NA	240 ⁽¹⁾ NA	4	208 ⁽¹⁾	Y	Y	Y	Y	Y	Y	UBS AG New York	Jennifer Povlitz Orange County market head/ managing director (949) 760-5308
5 (5)	Centaurus Financial Inc. 2300 E. Katella Ave., Ste. 200 Anaheim 92806-6047	centaurusfinancial.com kswindell@cfiemail.com	116 7%	82 5%	83	660	Y	Y	Y	Y	N	N	Federation of Financial Services Inc. Anaheim	J. Ronald King/Westley King chairman, CEO/president (714) 456-1790/(714) 456-1799
6 (6)	Fidelity Investments 2211 Michelson Drive Irvine 92612-8502	fidelity.com	80 14%	95 12%	5	206	Y	Y	Y	Y	N	N	FMR LLC Boston	Robert Heisler senior VP/market manager (800) 331-5829/(949) 476-0718
7 (7)	Roth Capital Partners LLC 888 San Clemente Drive, fourth floor Newport Beach 92660-6366	roth.com hr@roth.com	66 -3%	90 2%	1	8	Y	N	Y	N	Y	Y	Roth Capital Partners LLC Newport Beach	Byron Roth CEO (949) 720-5700/(949) 720-4658
8 (8)	Raymond James Financial Services Inc. 29222 Rancho Viejo Road, Ste. 211 San Juan Capistrano 92675-1045	raymondjamesjc.com matthew.deweese@ raymondjames.com	65 14%	113 11%	31	2,811	Y	Y	Y	Y	N	N	Raymond James Financial Services Inc. St. Petersburg, Fla.	Matthew DeWeese branch manager (949) 534-9119/(949) 534-9113
9 (9)	Tax and Financial Group 4001 MacArthur Blvd., Ste. 300 Newport Beach 92660-2508	tfgroup.com info@tfgroup.com	48 7%	49 0%	1	7	N	Y	Y	Y	N	N	Tax & Financial Group Newport Beach	Dick McCloskey chairman (949) 223-8100/(949) 223-8101
10 (9)	Lincoln Financial Network/Sagemark Consulting 18400 Von Karman Ave., Ste. 400 Irvine 92612-1597	sagemark-consulting.com info@sagemark-consulting.com	47 4%	72 3%	1	40	Y	Y	Y	Y	Y	N	Lincoln National Corp. Philadelphia	Nathan Truax regional director (949) 660-0661/(949) 756-2624
11 (11)	Mischler Financial Group Inc. 1111 Bayside Drive, Ste. 100 Corona del Mar 92625-1704	mischlerfinancial.com info@mischlerfinancial.com	44 ⁽¹⁾ NA	46 ⁽¹⁾ NA	1	10	Y	Y	N	Y	Y	Y	Mischler Financial Group Inc. Corona del Mar	Doyle Holmes president/COO (949) 720-0640/(949) 720-0645
12 (12)	Charles Schwab & Co. 27201 Puerta Real, Ste. 100 Mission Viejo 92691-8570	schwab.com	40 3%	50 0%	5	335	Y	Y	Y	Y	N	N	The Charles Schwab Corp. San Francisco	Chad Shultz regional branch executive, Southern California (949) 718-5108/(949)760-0104
12 (NR)	Northwestern Mutual 18191 Von Karman Ave., Ste. 100 Irvine 92612-7103	irvine.nm.com	40 5%	80 0%	1	278	Y	Y	Y	Y	N	Y	Milwaukee	Shawn Mackey managing director (949) 622-7200
14 (13)	Stifel 520 Newport Center Drive, Ste. 1500 Newport Beach 92660-7034	stifel.com john.lee@stifel.com	37 0%	60 2%	3	399	Y	Y	Y	Y	Y	Y	Stifel Financial Corp. St. Louis	John F. Lee Western Region/managing director (916) 626-3322
15 (15)	D.A. Davidson & Co. 660 Newport Center Drive, Ste. 550 Newport Beach 92660-6444	dadavidson.com newportbeach@dadco.com	36 13%	40 5%	2	89	Y	Y	Y	Y	Y	Y	D.A. Davidson Companies Great Falls, Mont.	Jim Layden/Rory McKinney senior VP, regional manager/ managing director, head of investment banking (310) 500-3865/(949) 644-6913
16 (14)	Beacon Pointe Advisors 24 Corporate Plaza Drive, Ste. 150 Newport Beach 92660-7965	bpadvisors.com info@bpadvisors.com	35 ⁽²⁾ 3%	57 0%	2	11	N	N	Y	N	N	N	Beacon Pointe Advisors Newport Beach	Garth Flint/Shannon Eusey/ Matthew Cooper founder/CEO, founder/president, partner (949) 718-1600/(949) 718-0610

Abbreviations: NA: not applicable; NR: not ranked; Y: yes; N: no
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⁽¹⁾ Business Journal estimate

⁽²⁾ Figure includes Investment Advisor Representatives (IARs) combined between Beacon Pointe Advisors and Beacon Pointe Wealth Advisors

Researched by Dana Truong

► Continued on page 24

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► From page 22

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							Stock brokering	Annuities	Money management	Insurance	Investment banking	Underwriting		
17 (NR)	First Foundation Advisors 18101 Von Karman Ave., Ste. 700 Irvine 92612-0145	ff-inc.com	31 15%	46 0%	1	8	N	N	Y	N	N	N	First Foundation Inc. Irvine	Rick Keller chairman (949) 202-4100
18 (16)	Quest Capital Strategies Inc. 23832 Rockfield Blvd., Ste. 130 Lake Forest 92630-2860	questcapital.com join@questcapital.com	30 0%	10 0%	1	335	Y	Y	Y	Y	N	N	Quest Capital Strategies Inc. Lake Forest	Joseph Nikolson CEO (949) 830-4885/(949) 421-0207
19 (17)	TD Ameritrade Holding Corp. 17901 MacArthur Blvd. Irvine 92614-6505	tdameritrade.com	27 ⁽¹⁾ NA	27 ⁽¹⁾ NA	2	100 ⁽¹⁾	Y	Y	Y	N	N	N	TD Ameritrade Holding Corp. Omaha, Neb.	Becky Burns branch manager (949) 224-8040
20 (18)	RBC Wealth Management 610 Newport Center Drive, Ste. 900 Newport Beach 92660-6448	rbcwmfa.com/newportbeach david.c.thompson@rbc.com	22 5%	22 5%	1	200	Y	Y	Y	Y	Y	Y	Royal Bank of Canada Minneapolis	David Thompson first VP/branch director (949) 720-8924/(949) 640-2931
21 (18)	Scottrade Inc. 17935 MacArthur Blvd. Irvine 92614-6505	scottrade.com	21 ⁽¹⁾ NA	25 ⁽¹⁾ NA	9	503 ⁽¹⁾	Y	N	N	N	N	N	Scottrade Inc. St. Louis	Frank Cordray branch manager (949) 757-1995
22 (NR)	City National Bank 18111 Von Karman Ave., Ste. 120 Irvine 92612-7121	cnb.com robert.iritani@cnb.com	19 0%	137 18%	7	18	Y	Y	Y	Y	Y	Y	Royal Bank of Canada Los Angeles	Robert Iritani executive VP/Orange County regional executive (949) 223-4019/(949) 223-4030
23 (20)	Finance 500 Inc. 584 Wald Irvine 92618-4637	finance500.com bbennett@finance500.com	17 0%	19 -10%	1	1	N	N	N	N	N	Y	RMB Group LLC Irvine	Bryan Bennett CEO/president (949) 253-4000/(949) 851-5188
24 (21)	B. B. Graham & Co. 1700 W. Katella Ave., second floor Orange 92867-3415	bbgraham.com bgraham@bbgraham.com	16 23%	10 0%	5	33	Y	Y	Y	Y	N	N	B. B. Graham & Co. Orange	Bruce Graham CEO/president (714) 628-5200/(714) 516-3340
25 (21)	Index Fund Advisors Inc. 19200 Von Karman Ave., Ste. 150 Irvine 92612-6566	ifa.com info@ifa.com	13 0%	41 0%	1	3	N	N	Y	N	N	N	Index Fund Advisors Inc. Irvine	Mark T. Hebner president (949) 502-0050/(949) 502-0048
26 (23)	Wedbush Securities Inc. 860 Newport Center Drive, Ste. 100 Newport Beach 92660-6308	wedbush.com newportbeach_office@ wedbush.com	10 ⁽¹⁾ NA	15 ⁽¹⁾ NA	1	41 ⁽¹⁾	Y	Y	Y	Y	Y	Y	Wedbush Securities Inc. Los Angeles	Douglas Pryor office manager (949) 719-3200/(949) 759-9539
27 (25)	E*TRADE Financial Corp. 3200 Bristol St., Ste. 120 Costa Mesa 92626-1838	etrade.com costamesabranch@etrade.com	9 13%	9 13%	1	32	Y	N	Y	N	N	N	E*Trade Securities LLC New York	Jeff Landers branch manager (866) 789-0731/(714) 436-1982
28 (25)	Burnham Gibson Wealth Advisors Inc. 2050 Main St., Ste. 510 Irvine 92614-8270	burnhamgibson.com info@burnhamgibson.com	8 0%	12 0%	1	1	Y	Y	Y	Y	N	N	Burnham Gibson Wealth Advisors Inc. Irvine	Darin Gibson president (949) 833-5700
28 (24)	Pence Wealth Management 5000 Birch St., Ste. 8000 Newport Beach 92660-2158	pencewealthmanagement.com jessica.hansen@lpl.com	8 -11%	20 5%	1	4	Y	Y	Y	Y	N	N	LPL Financial Newport Beach	Laila Pence/Dryden Pence president, registered principal/ chief investment officer (949) 660-8777/(949) 660-8778
30 (NR)	Applied Financial Planning 100 Pacifica, Suite 400 Irvine 92618	seekcounsel.com stephanie.christian@lpl.com	5 0%	14 0%	1	4	Y	Y	Y	Y	N	N	Applied Financial Planning Irvine	William C. O'Connor founder (714) 929-7420/(714) 464-4290
30 (28)	B. Riley & Co. 600 Anton Blvd., Ste. 1050 Costa Mesa 92626-7055	brileyco.com	5 ⁽¹⁾ NA	9 ⁽¹⁾ NA	1	4	Y	N	Y	N	Y	Y	B. Riley & Co. Los Angeles	Gregory Presson senior managing director (949) 852-9911/(949) 852-0430
30 (NR)	Moss Adams Capital LLC 2040 Main St., Ste. 900 Irvine 92614-8213	mossadamscapital.com rich.anderson@mossadams.com	5 -17%	7 -13%	1	2	N	N	N	N	Y	N	Moss Adams LLP Seattle	Richard Anderson managing director (949) 221-4000/(949) 221-4001

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⁽¹⁾ Business Journal estimate

Researched by Dana Truong

Financial Advisers Boost Representatives by 2.7%

OC Advisers Have Climbed 25% Since 2010

■ By PETER J. BRENNAN

The combined pool of financial advisers in Orange County grew about 2.7% to 2,022 last year, led by increases at **Merrill Lynch, Fidelity Investments** and **Raymond James Financial Services Inc.**

While **Wells Fargo & Co.** maintained the top position with the same number as last year, 460, No. 2, Merrill Lynch, added 10 for a total of 250 advisers.

“We hire aggressively. We’re looking for top talent,” said **Carol Wentz**, who runs the Merrill Lynch operations in Orange County. “We love to hire talent, and we love to train them.”

Wentz said she’s seeking to hire top advisers from other firms, noting that advisers often mean more business for the brokerage, which is owned by **Bank of America Corp.**

“If we’re down five advisers for a year, that’s not good,” she said. “The more advisers we have serving clients, the more business we’ll do.”

■ Notable increases in advisers were at No. 6, Fidelity Investments, which added 10 to reach 80 advisers, and No. 8, Raymond James, which hired eight for a total of 65 advisers.

Industry Changes

In recent years, the industry has shifted from brokers making commissions based on taking stock orders from customers to a



Fidelity Investments: Irvine office of No. 6 firm added 10 advisers

fee-based system based on a percentage of the clients’ assets.

Still, since 2010, the Orange County list of firms has increased from 18 to 32, and the number of representatives has climbed 25%.

This week’s list ranks wealth management firms and advisory divisions of financial services companies based on the number of registered representatives in their Orange County operations. Firms

must have five registered advisers to make the list.

A registered representative is a licensed professional who trades securities, such as stocks, bonds and options, on behalf of clients for a fee or commission.

Representatives typically work for a broker-dealer company that’s registered with the Securities and Exchange Commission and a member of the Financial Industry Regulatory Authority. A registered

representative is required to pass the Series 7 and Series 63 qualifying examinations.

The list also includes the firms’ number of offices in OC and companywide, though those figures don’t affect the rankings. The 32 firms on the Business Journal’s list combined to employ overall staffs totaling 6,369, up 5.9%.

A total of 14 firms increased their number of registered representatives; three cut representatives, and 15 firms either reported no changes or said 2015 figures were unavailable.

The largest five firms accounted for about 52%, or 1,238, of the registered representatives on the list. The five firms that debuted on the ranking this year added 100 registered representatives to the list total.

Among notable changes are:

■ No. 5, **Centaurus Financial Inc.**, in Anaheim, which added eight representatives for a total of 116

■ No. 15, **D.A. Davidson & Co.** of Newport Beach, which increased its advisers by four to 36

■ No. 17, **First Foundation Advisors** of Irvine, which added four advisers for a total of 31

■ No. 22, **City National Bank** in Irvine, which maintained its advisers number at 19 as its staff climbed 18% to 137 employees

■ No. 24, **B. B. Graham & Co.** of Orange, which increased its headcount by three to 16

Oppenheimer & Co. in Newport Beach, which reported a decline from seven representatives to four. **Aspiriant LLC** of Irvine said its representatives fell from five to two. Neither are on this year’s list. ■