

# THE LIST

## LARGEST MONEY MANAGEMENT FIRMS

Ranked by total assets managed in 2011

### EXECUTIVE SUMMARY

The money management companies on the List are represented by national and local firms with offices in the greater San Fernando Valley region. The companies are ranked by the value of client assets managed out of the San Fernando Valley region offices. Seven of the companies on the List reported regional gains of about 11 percent or more in 2011, including: American Realty Advisors, Wells

Fargo Advisors, Morton Capital Management, Raymond James Financial Services, BNY Mellon Wealth Management, Manchester Financial and Legacy Wealth Partners. New to this year's list are: Charles Schwab & Co., Raymond James Financial Services, and WESCAP Management Group Inc.

-By Adelaide Chen

### THE PACESETTER

With nearly \$4.2 billion in real estate assets through the third quarter of 2011, American Realty Advisors climbed to the top of the List of largest money management firms in the greater San Fernando Valley region. The company, founded in 1988 and headquartered in Glendale,

has six additional offices nationwide. It acquires real estate properties in major cities as part of its investment strategy. The mix of properties include: industrial, office, apartments and retail shopping centers.

-By Adelaide Chen

Rank	Company name address	Value in Assets <sup>1</sup> 2011 2010	Account Minimum (in millions)	Portfolio Mix					Staff # portfolio managers # researchers # full time SFV employees	Profile year founded headquarters website	Top Local Executive name title phone
				equity	fixed income	cash equivalent	real estate	other			
1	<b>American Realty Advisors</b> 801 N. Brand St., Ste. 800 Glendale, 91203	\$4,167 <sup>2</sup> \$3,300	varies <sup>3</sup>	0%	0%	1%	99%	0%	5 0 <sup>4</sup> 43	1988 Glendale americanreal.com	Stanley Iezman Chairman & CEO (818) 545-1152
2	<b>Wells Fargo Advisors</b> 2829 Townsgate Road, Ste. 215 Westlake Village, 91361	\$2,271 \$2,041	\$0.1	WND	WND	WND	WND	WND	2 WND 50	1852 Westlake Village wellsfargoadvisors.com	Scott P. Hansen Reg. Dir., Wealth Management (800) 869-3557
3	<b>Charles Schwab &amp; Co. Inc.</b> 16000 Ventura Blvd., Ste. 1105 Encino, 91436	\$1,671 \$1,575	\$0.001	WND	WND	WND	WND	WND	WND WND 76	1986 San Francisco schwab.com	Robert Kightlinger Reg. Branch Executive (800) 435-4000
4	<b>Morton Capital Management</b> 23945 Calabasas Road Calabasas, 91302	\$1,112 \$1,001	\$1.0	31%	32%	3%	9%	25%	7 5 22	1981 Calabasas mortoncapital.com	Lon Morton President (818) 222-4727
5	<b>Raymond James Financial Services</b> 16133 Ventura Blvd., Ste. 700 Encino, 91436	\$1,068 \$864	varies <sup>5</sup>	38%	38%	13%	2%	9%	27 0 <sup>6</sup> 46	1962 St. Petersburg, FL raymondjames.com	Jeff Winkelhofer Branch Manager/ Registered Principal (818) 501-5968
6	<b>BNY Mellon Wealth Management</b> 10250 Constellation Blvd. Los Angeles <sup>7</sup> , 90067	\$1,000 <sup>8</sup> \$900 <sup>8</sup>	\$3.0	40%	45%	0%	5%	10%	6 1 10 <sup>9</sup>	1784 New York City bnymellon.com	James Hillman Managing Dir., Southern California (818) 963-0464
7	<b>WESCAP Management Group Inc.</b> 303 N. Glenoaks Blvd., Ste. 905 Burbank, 91502	\$661 \$694	\$0.5	49%	42%	1%	1%	7%	5 3 10	1988 Burbank wescapgroup.com	Rick Weinlein Chief Financial Officer (818) 563-5170
8	<b>Manchester Financial Inc.</b> 2815 Townsgate Road, Ste. 100 Westlake Village, 91361	\$318 \$315	\$0.5	27%	55%	6%	8%	4%	3 1 10	1990 Westlake Village mfinvest.com	Robert Katch President & CIO (805) 495-4405
9	<b>NBS Financial Services Inc.</b> 340 N. Westlake Blvd., Ste. 112 Westlake Village, 91362	\$225 \$205	\$0.25	45%	43%	2%	0%	10%	2 1 6	1981 Westlake Village nbscompanies.com	Geordie J. Crossan President (805) 497-2497
10	<b>Legacy Wealth Partners</b> 21031 Ventura Blvd., Ste. 103 Woodland Hills, 91364	\$190 \$170	\$0.25	30%	35%	15%	10%	10%	1 2 8	2000 Woodland Hills legacywp.com	Brad Levin President (818) 995-7733

NA: Not Applicable. WND: Would Not Disclose. Money management firms are ranked by the amount of client assets managed out of offices in the greater San Fernando Valley region in 2011. Data is self-reported by companies who participated in the survey. National firms such as Ameriprise, AXA, Chase subsidiaries, City National Bank, LPL Financial and Morgan Stanley were not able to provide assets figures specific to the region, so therefore were not included on the List.

To the best of our knowledge, this information is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors sometimes occur. Please send corrections or additions on company letterhead to the Research Department, San Fernando Valley Business Journal, 21600 Oxnard St., Suite 250, Woodland Hills 91367. ©2012 San Fernando Valley Business Journal. This list may not be reprinted in whole or in part without prior written permission from the editor. Reprints are available from Wright's Media, (877) 652-5295 or e-mail niademarco@wrightsmedia.com.

<sup>1</sup> in millions  
<sup>2</sup> Value in assets does not include Q4 results, which were not available at press time.  
<sup>3</sup> The account minimum for American Realty Advisors is \$1 million for commingled funds and \$100 million for separate accounts.  
<sup>4</sup> American Realty Advisors has one researcher based in Chicago.  
<sup>5</sup> The account minimum ranges from \$50,000 to \$1 million depending on the office and financial advisor.  
<sup>6</sup> Raymond James has 53 analysts and approximately 60 research associates based out of offices in St. Petersburg, Atlanta, Boston, Chicago, Houston, New York, and San Francisco.  
<sup>7</sup> BNY has partnerships with one law firm and one community bank in the region in which they are the sole provider.  
<sup>8</sup> estimate  
<sup>9</sup> BNY has about 85 full-time employees based in Southern California. Some may serve the Valley region.

Researched by Adelaide Chen

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