

# MOST INFLUENTIAL WEALTH MANAGERS



## MOST INFLUENTIAL WEALTH MANAGERS

# Letter from the Publisher



**T**he practice of wealth management has developed significantly in recent years as a result of growth of affluence worldwide. The recent developments in the fintech market have helped to open up new private wealth management products and services to people with smaller amounts of disposable income.

Those factors are also an indicator of just how important a role wealth managers play in our overall financial landscape.

For this issue, we've reviewed the careers of many of the most notable wealth management professionals in the region and have selected some of the very best to be showcased here. Listed alphabetically, you'll find some of Los Angeles' leading experts on the subject, along with some basic information about their careers and specialties.

Congratulations to each of the superb professionals who made this list and thank you for your contributions to the local financial business community's success.

Best regards,

Anna Magzanyan  
Publisher & CEO

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—  
**ASSOCIATES, INC.**



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Mason & Associates, Inc. is a fee-only financial planning and wealth management Firm. Our commitment to clients extends beyond financial planning, with a focus on understanding our clients' goals and building a plan to achieve them. We strive to provide an indispensable service, committing ourselves to deliver for our clients throughout the twists and turns of life.

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## MOST INFLUENTIAL WEALTH MANAGERS

**JOSEPH P. ALEXOPOULOS**

Principal

Aequitas Wealth Management  
ASSETS UNDER MANAGEMENT: \$110 million

The idea of Aequitas founding member Joe Alexopoulos, who had relocated to Los Angeles from Geneva, was to deliver independent, objective and concierge style investment and financial advice to investors and their families. Previously working for a Swiss Private Bank introduced Alexopoulos to first class service, and his previous experience at Fidelity where he managed over \$400 million in client assets provided the groundwork for addressing a broad range of client planning issues.

As a founding partner of the firm, Alexopoulos has shaped the direction and value system of the company from client service standards to investment policy. In particular, he built the firm's specialty in investment real estate, uncommon among wealth management companies. As an experienced investment property owner himself, he is in a unique position to offer first-hand expertise to seasoned and first time investors as well as homeowners buying or selling their personal residences.

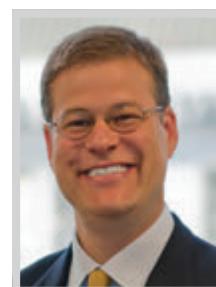
**MATTHEW AYERS**

Vice President

Alex Brown, a Division of Raymond James  
ASSETS UNDER MANAGEMENT: \$1.3 billion

Matthew Ayers works as a client advisor at Alex Brown/ Raymond James in Century City. He serves his clients through a model of holistic financial planning, disciplined investment strategies and proactive personal service. Ayers commits to discovering and understanding the financial goals of each of his clients and tailors personalized investment strategies designed to achieve their specific, unique needs.

Although Ayers had a number of opportunities to focus exclusively on managing money, he discovered early in his career that his greatest passion was to help individuals and their families behind their wealth. He was drawn to the private wealth management industry, not only to exercise his financial expertise, but also to develop lifelong relationships while improving the financial lives of his clients and their families. Ayers started his career as an analyst for Morgan Stanley after graduating with honors a year early from UCLA.

**BRETT BARTMAN**Managing Director - Financial Advisor  
RBC Wealth Management  
ASSETS UNDER MANAGEMENT: \$1.7 billion

Brett Bartman is a Managing Director and Financial Advisor at RBC Wealth Management, a division of Royal Bank of Canada, which acquired City National Bank in 2015. Bartman is a co-founder of SB Wealth Strategies, the largest team nationally within RBC. He was a star in the firm trainee program 17 years ago and continues to break barriers with continued success. He is consistently a top financial advisor, and a Chairman's Council member, one of the most prestigious honors at the firm.

Bartman and his team, SB Wealth Strategies, have assets under management of over \$1.7 billion and the team together has over 100 years of collective experience. In addition to having access to the financial strength of RBC and the banking and lending expertise of City National Bank, Bartman has vetted and built relationships with some of the best centers of influence and money managers in the country.

**JAMES BERLINER**President & Chief Investment Officer  
Westmount Asset Management, LLC  
ASSETS UNDER MANAGEMENT: \$1,516,256,296

James Berliner co-founded Westmount Asset Management in 1990 and since then has served as the firm's President and Chief Investment Officer. Under his leadership, Westmount has become one of the largest independent wealth management firms in Southern California (currently managing more than \$3 billion), and in particular has distinguished itself from most of its peers on the investment side.

Berliner left his previous profession as an attorney to zealously represent his clients' interests in another arena — that of the financial markets. He was drawn to what was then a nascent model of delivering investment advice, that of the independent advisor serving as a true fiduciary — without a conflict of interest. Westmount was one of the earliest firms in the country to pursue the fee-only independent advisor model (involving no commissions or proprietary products), using outside managers to bring to clients innovative investment strategies based strictly on their merits.

**DAVID CLAUSEN**Wealth Management Advisor  
Northwestern Mutual  
ASSETS UNDER MANAGEMENT: \$63,403,155

David Clausen is highly regarded as one of the go-to financial experts at Northwestern Mutual. Analytically minded and fascinated by the market, Clausen has built a highly influential practice in over 20 years in business. What makes him unique are his gifts for education and mentorship and his passion for helping younger professionals achieve their potential. Within the firm, Clausen generously spends his time mentoring new Financial Representatives, leading both by example and in regular training sessions.

Clausen provides holistic financial guidance to his clients. With nearly 20 years of experience and the extensive resources of the Northwestern Mutual Wealth Management Company, he has partnered with successful attorneys, physicians, business owners, and affluent families to help steer them toward financial success. As an Annuity Specialist for Northwestern Mutual's Los Angeles, Irvine, and Las Vegas districts, he focuses heavily on the efficient distribution of retirement assets.

**RANDY C. CONNER**President  
Churchill Management Group  
ASSETS UNDER MANAGEMENT: \$5,500,283,540

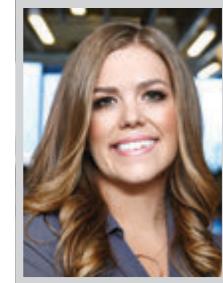
Randy Conner is the President of Churchill Management and member of its Investment Management Team. He was recently ranked #15 on Forbes America's Top 250 Wealth Advisors List for 2018 and #1 Best-in-State for California: Los Angeles - 2019.

Conner recently appeared on Fox Business Channel with Maria Bartiromo and has been featured in Investor's Business Daily as a guest columnist on ETFs. He was also featured in a recent State Street Global Advisors Case Study for the retail investor. His ETF Sector Rotation Strategy has been top ranked consistently over several years. Conner has been with Churchill since 1992, and has been a member of the firm's Portfolio Management team through multiple market cycles.

**JEREMY DICKER**Founder and CEO  
One Wealth Management  
ASSETS UNDER MANAGEMENT: \$350 million

Born and raised in Southern California, Jeremy Dicker found his career in wealth management at the young age of 17. Now, 25 years in the business, he continues to add tremendous value to his clients, advisors, and staffs personal, professional, and financial lives. In 2012, Dicker founded One Wealth Management with the sole intention to bring more value to his current and future client base, by expanding the day-to-day financial services he had already provided.

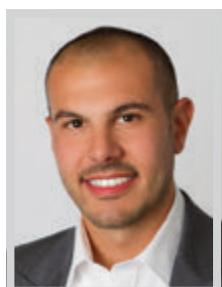
Dicker's vision has always been to help clients by implementing comprehensive financial planning and asset management strategies, within an ultra-high-touch environment. He is acutely aware of putting people first. He has said that, "The most important thing we can do to make a difference in people's lives is to treat them well." That simple yet powerful credo has guided his financial services career for the past 25 years.

**HAYLEY DICKSON**Financial Advisor  
Northwestern Mutual  
ASSETS UNDER MANAGEMENT: \$430,183

Hayley Dickson is an up-and-coming financial advisor who has already made a huge impact in financial services in her short time at Northwestern Mutual. She came from the entertainment world looking for a job with more meaning and found that she could empower people through financial services. Socially minded, she seeks to empower female and LGBTQ professionals as clients. Dickson was one of the top performers of her first year, the same year she found out that she was unexpectedly pregnant. She out-performed many of the other advisors in just 10 months (she was out for a two-month maternity leave).

Dickson seeks to help clients un-learn shame, fear, and paralysis when it comes to their financial reality. She realizes that even among highly educated groups, members of our communities have too long gone without the important resource of a sound financial education. She aims to change the narrative.

## MOST INFLUENTIAL WEALTH MANAGERS

**JOSHUA FEIN***Partner*

AdvicePeriod

**ASSETS UNDER MANAGEMENT: \$2.2 million**

Josh Fein is a Partner at AdvicePeriod where he is charged with the responsibility for overseeing the successful delivery of wealth planning and strategic advice for clients of the firm. With over a decade of experience in finance and leadership, Fein led AdvicePeriod's nationwide expansion. Fein and his team advise clients on pre-liquidity event planning for sales of closely held businesses and multigenerational wealth transfer strategies. He has extensive experience partnering with entrepreneurs and corporate executives to help them achieve their financial, tax, estate planning, and philanthropic goals.

An active member of the community, Fein serves on the Board of Governors of Cedars-Sinai Medical Center and the National Young Leadership Cabinet of the Jewish Federation. In addition to being a Certified Financial Planner and a Chartered Retirement Planning Counselor, he is frequently quoted by various media outlets as a thought leader on wealth planning.

**ROSS GERBER***President and CEO*

Gerber Kawasaki Wealth and Investment Management

**ASSETS UNDER MANAGEMENT: \$105 million**

Ross Gerber is the Co-Founder, President, and CEO of Gerber Kawasaki Wealth and Investment Management. Gerber oversees Gerber Kawasaki's corporate and investment management operations as well as serves individual clients. His investment ideas and advice have made him a regular in the business news. He has been ranked as one of the most influential investment advisors and Fintech innovators in America.

Gerber and the Gerber Kawasaki team currently oversee \$859 million of investments. Gerber is also an expert in online marketing and social media as well as co-developed the company's app for IOS. In the eight years since the company was founded, Gerber Kawasaki has grown to 29 employees and from \$50 mil to \$859 mil of AUM. He is on the executive board and is most recent past President of the charitable organization, The Guardians of the Jewish Home.

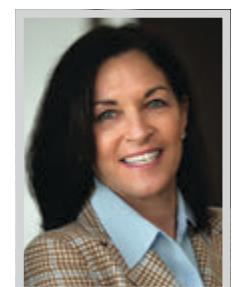
**CATHERINE GERST***Principal*

Avitas Wealth Management

**ASSETS UNDER MANAGEMENT: \$1 billion**

Catherine Gerst has been in wealth management for 30 years. Her career began at Wells Fargo where she specialized in constructing municipal bond portfolios for the bank's largest clients. She then teamed up with her now partners at Avitas Wealth while they were all at Merrill Lynch 20 years ago. Gerst now serves as principal of her own firm, Avitas Wealth Management. The firm manages assets for approximately 120 clients. Gerst's passion revolves around fixed income portfolio management, and her clients benefit greatly from her experience, care, and skill she brings to bond portfolio management.

Gerst specializes in working with families and bringing the next generation into the financial discussion. Her experience with issues that often concern wealthy families provide her with invaluable insights and she has a unique ability to connect with all sides and facilitate discussion, education and strategy for wealth transition.

**TRACEY GLUCK***Managing Director*

JP Morgan Securities

**ASSETS UNDER MANAGEMENT: \$1.3 billion**

Tracey Gluck is a Managing Director and Financial Advisor with J.P. Morgan Securities, a wealth management division of J.P. Morgan, and founder of The Gluck Group. She is also a Portfolio Manager in the firm's exclusive Portfolio Manager Program, a select group of advisors who have passed a screening process and are reviewed regularly on both a quantitative and qualitative basis. Gluck has been with the firm for 34 years and continues to focus on building wealth for her clients.

Gluck is active in the community, participating in many philanthropic ventures and speaking with women nationwide to build their financial acumen. She is an active board member with the Ronald Reagan UCLA Medical Center. Through her numerous business endeavors, Gluck has expanded her practice and has become one of the top J.P. Morgan Financial Advisors in the country, managing over \$1.3 billion in assets.

**GREG HELLER***CEO/Founder*

HCR Wealth Advisors

**ASSETS UNDER MANAGEMENT: \$940 million**

After starting his career at a brokerage firm, Greg Heller founded HCR Wealth Advisors based on core company principles that still support the company today. Established in 1988, the firm has spent decades earning a reputation for objectivity and empathy in the financial planning and investment management space. By providing truly independent comprehensive services, underpinned by extensive experience and a commitment to cultivating lifelong relationships with clients, HCR has proven itself as an exceptional advisor in both life and wealth.

Heller's entrepreneurial acumen has steered the phenomenal growth of the company over the last 30 years, from a two-person, family-operated financial services boutique to a multi-faceted, SEC Registered Investment Advisory firm whose client investment portfolios near a billion dollars. Under his leadership, HCR has expanded the client roster to include high net worth individuals in entertainment, sports and technology, as well as private corporations and nonprofits.

**DEREK HOLMAN***Co-founder*

EP Wealth Advisors

**ASSETS UNDER MANAGEMENT: \$350 million**

Derek Holman, CFP, AIF is a Managing Director and Co-founder of EP Wealth Advisors. After working for two separate Wall Street firms over 20 years ago, Holman and co-founder Brian Parker quickly realized the conflicts of interest in the industry and knew there was a better way to serve clients. They started their own RIA in 1999 and have been serving clients with personalized and conflict-free advice ever since.

Holman specializes in comprehensive investment, tax, estate, and retirement strategies for his clients. Holman manages \$350 million of EP Wealth's over \$4.9 billion in client assets. Holman has helped shape the client-first culture of the firm and leads by example in promoting EP Wealth's core values of integrity, entrepreneurship, and excellence throughout the EP Wealth community. He has helped lead the firm through five acquisitions in the last year, totaling over \$1.4 billion in new assets.

**BRIAN D. HOLMES***President & CEO*

Signature Estate &amp; Investment Advisors

**ASSETS UNDER MANAGEMENT: \$1,028,588,517**

Brian D. Holmes, MS, CFP, CMFC, AIF, is the President and CEO of SEIA. As of March 31, SEIA and its affiliates manage \$9.4 billion of assets. Established in 1997, SEIA has experienced a consistent growth of both assets and advisors over the past 22 years. Headquartered in Los Angeles, SEIA has nearly 70 employees and seven offices.

Holmes is one of SEIA's four founding partners, who have shared over two decades of teamwork together and he currently sits on SEIA's investment committee. He has been in the investment management business for over 30 years, maintaining a successful independent private practice for over 300 clients. Holmes is the sole advisor from Los Angeles and Orange Counties to make the elite Barron's Top 100 Independent Advisors list all 11 years of its existence, and one of only two advisors from Southern California to make the list all 11 years.

**KYLE W. JONES***Principal*

Aequitas Wealth Management

**ASSETS UNDER MANAGEMENT: \$30 million**

In 2018, Kyle Jones joined Aequitas Wealth Management as its youngest full partner. His specialty is working with families of all kinds, and with four children of his own including twins, financial planning around home ownership, education, and retirement forms the centerpiece. Jones holds the CFP (Certified Financial Planner) credential, considered the gold standard in the financial planning profession. He also holds the AAMS (Accredited Asset Management Specialist) and ADPA (Accredited Domestic Partnership Advisor) designations and is a certified mediator through the LA County Bar Association.

At Aequitas Wealth Management, Jones leads the firm's marketing and business development strategy. Jones has twice served as Vice Chair/CFO of the Culver City Chamber of Commerce and as Chair for four years of the Culver City Landlord Tenant Mediation Board, conducting 18 successful mediations for the City.

## MOST INFLUENTIAL WEALTH MANAGERS

**MICHELLE KATZEN**

Senior Portfolio Manager  
HCR Wealth Advisors  
ASSETS UNDER MANAGEMENT: \$230 million

**M**ichelle Katzen has over a decade of experience in the financial services industry. Prior to joining HCR, she served as an interest rate derivatives trader at Union Bank and as a financial advisor at UBS. She was also a capital markets specialist at Toyota Financial Services, where she was on the groundbreaking team who was responsible for issuing the world's first green bond in 2014.

After developing her remarkable track record in socially responsible investments, Katzen decided to bring that expertise to HCR Wealth Advisors. She continues to keep her finger on the pulse of relevant financial trends and educates herself and the team on emerging issues. She has also personally achieved significant growth in AUM over her career. Over the last four years, Katzen has accomplished over 50% growth year over year and now manages over \$230 million for the firm.

**DANILO KAWASAKI, CFP**

Vice-President / COO  
Gerber Kawasaki Wealth and  
Investment Management  
ASSETS UNDER MANAGEMENT: \$75 million

**D**anilo Kawasaki oversees the compliance and day-to-day supervision of Gerber Kawasaki Wealth and Investment Management Inc. He is also a member of the Gerber Kawasaki Board of Directors and the Investment Selection Committee.

Kawasaki has had many long-lasting accomplishments in the financial industry as well as for his commitment to diversity in the workplace. His firm has a staff of 29 people, who speak 9 different languages in order to address the diverse community of Los Angeles. He also provides weekly training to his younger staff aiming at keeping them up to date with changes in the industry as well as with their professional skills. Integrity, dedication, education, charity and excellence in customer service are among top priorities for him in the workplace and out. Gerber Kawasaki serves over 6,000 established families and young professionals, mostly in the Los Angeles area.

**MAX KAYAJANIAN**

Vice President - Wealth Advisor  
Oakwood Capital Management LLC  
ASSETS UNDER MANAGEMENT: \$31 million

**M**ax Kayajanian joined Oakwood Capital Management in 2014. A member of the Advisory and Financial Planning department, he is responsible for comprehensive financial planning and relationship management for Oakwood's current clients. He presents Oakwood's services and strategies to individuals throughout the United States. He is a Certified Financial Planner, a member of the Financial Planning Association, holds the Series 65 security license.

As the youngest member of Oakwood's advisory team, Kayajanian has been integral in providing financial planning solutions to a new generation of Angelenos. Working with young entrepreneurs, artists, and professionals, he has helped to build a financial roadmap that will serve these individuals throughout their careers. Providing financial education has always been a passion of his, and this personal touch allowed him to double his practice in 2018. He now serves generations of families, all of which have unique investing and planning needs.

**GREGORY P. KUSHNER**

Chairman and Chief Executive Officer  
Lido Advisors, LLC  
ASSETS UNDER MANAGEMENT: \$1.1 billion

**G**regory Kushner founded Lido Advisors, LLC in 1999 with the goal of ensuring that his clients be "fiscally fit" with a healthy financial portfolio in all areas of their lives. Besides his responsibilities as CEO and Senior Managing Director, Kushner still devotes much of his time to overseeing all investments and strategy for many of Lido's ultra-high net-worth investors and family offices to provide objective, personal financial solutions and multi-generational planning.

Kushner led the firm to again be listed among the top 20 fastest growing wealth management firms in the United States, growing the firm from \$1.594 billion AUM at the end of 2017 to over \$4.086 billion of AUM by the beginning of 2019. Part of this growth can certainly be attributed to the utilization of many investment strategies typically only available to the wealthiest families in America.

**Covington Capital Management congratulates our colleague Todd Walklett, Managing Director and Portfolio Manager, on being named one of the Most Influential Wealth Managers in Los Angeles by the Los Angeles Business Journal.**



**Trusted Investing for a Lifetime**



## MOST INFLUENTIAL WEALTH MANAGERS

**ALEV LEWIS**

*Managing Director, Partner*  
Acacia Wealth Advisors - HighTower  
**ASSETS UNDER MANAGEMENT: \$540 million**

Alev Lewis is a Managing Director, Partner and co-founder of Acacia Wealth Advisors at HighTower, an independent multi-family office. She has more than 30 years of experience in financial services including: cashflow management, investments, financial planning, income tax and estate tax planning, charitable and family gifting, and risk management. Lewis delivers comprehensive, sophisticated wealth management advice to a diverse group of clients, including business owners, entrepreneurs, ultra-high-net-worth individuals and their families.

Lewis is passionate about working with clients whose lives are often complex. She organizes and prioritizes their personal finances, providing clarity and options in a succinct executive summary so that they can quickly and efficiently make important financial decisions. She takes the time to understand her clients' unique needs and helps them to crystallize issues, ensuring that they achieve their primary financial objectives.

**SARAH M. LEWIS**

*Principal*  
Aequitas Wealth Management  
**ASSETS UNDER MANAGEMENT: \$110 million**

After nearly 25 years in the financial services industry holding senior positions with top firms in New York, Paris, Oslo and Amsterdam, an idea took form that there must be a better way to deliver independent, objective and highly personalized advice to investors and their families. Returning to the U.S. from France in 2006, Sarah Lewis took the pulse of where investors were underserved and created a business plan that gave birth to Aequitas Wealth Management.

The vision was to create a company designed from the bottom up to enhance the health of clients' overall wealth, not just their investment portfolios. While such concierge style service is typically only available to the private bank elite, Aequitas — a word taken from the Latin meaning equity and fairness — focuses on women who are heads of their household, senior professionals, and business owners who appreciate personal attention.

**SIMONE LIU**

*Vice President - Investments*  
Wells Fargo Advisors  
**ASSETS UNDER MANAGEMENT: \$125 million**

As Vice President of investments in Wells Fargo Advisors in Beverly Hills, Simone Liu and her team manage over \$125 million in assets and help mitigate the risks in the investment world for her clients while bringing solutions to secure their financial health. Her international background and experiences bring worldwide financial freedom to her domestic and international clientele.

Born in Brazil, educated in Taiwan, then immigrating to the United States to complete her Economics degree at UCLA, Liu's unique roots bring a fresh and international perspective to her clients. Her successful 15-year career has led her to her current position as VP of Investments for Wells Fargo Advisors in Beverly Hills. Acclaimed by the prestigious wealth management communities of Beverly Hills to the top accounting firms, financial enterprises and legal networks, Liu continues to thrive backed by her outstanding reputation of best business practices, integrity and ethics.

**BRUCE MANDEL**

*President & CEO*  
Oakwood Capital Management LLC  
**ASSETS UNDER MANAGEMENT: \$487,123,945**

Bruce Mandel co-founded Oakwood in 1998, and in addition to serving as President & Chief Executive Officer, he also chairs the Investment Policy Committee and co-manages the firm's global investment strategies. His other primary responsibilities are directing the firm's business activities and strategic direction, mentoring the younger employees and growing the firm's profitability.

Mandel excels at developing consultative relationships with clients and helping them with their estate planning and other wealth management needs. Prior to starting his career in the investment industry, Mandel gained broad entrepreneurial and business experience in the real estate, import/export and restaurant industries. His interest in real estate continues to this day. Mandel is a member of the CFA Institute (CFA) and the Los Angeles Society of Financial Analysts, and he holds the Series 65 along with several other FINRA security licenses. Mandel has served on the boards of various charitable organizations.



**IT TAKES HARD WORK, TENACITY AND  
PASSION TO BECOME THE KIND OF  
LEADER OTHERS WANT TO FOLLOW.**

Alev's commitment to serving clients, entrepreneurial spirit and collaborative mindset make her a true inspiration to our team and a pillar of the Los Angeles business community.

Acacia Wealth Advisors is honored to congratulate Alev Lewis, Managing Director and Partner, on being recognized as one of Los Angeles Business Journal's Most Influential Wealth Managers.

 **HIGHTOWER**  
ACACIA WEALTH ADVISORS

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HighTower Advisors, LLC is a SEC registered investment advisor.

## MOST INFLUENTIAL WEALTH MANAGERS

**BRENT M. MASON**

President

Mason & Associates, Inc.  
ASSETS UNDER MANAGEMENT: \$316 million

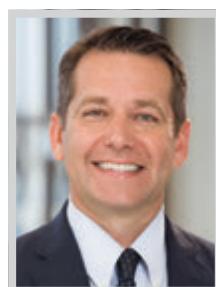
Brent M. Mason is the President of Mason & Associates, Inc., a Registered Investment Advisory Firm located in Los Angeles. With more than 20 years' experience in financial planning, his work at Mason & Associates, Inc. began at a young age following in the footsteps of his father, Charles W. Mason, who founded the firm in 1989. Prior to that, he began his career with Putnam Investments in Boston, MA, where he was a vice-president and served as the marketing manager for Putnam's Insurance Products Division.

Mason's unique style of planning incorporates a personal approach to money, considering life's goals and actual objectives to digesting finances, family and outside effects. Pushing beyond the traditional role of a wealth manager, Mason strives to work diligently with his team and for their clients. Understanding that each client is different, he customizes a plan to fit each client's particular needs and desires.

**ED MOYZES**Wealth Management Advisor  
Northwestern Mutual  
ASSETS UNDER MANAGEMENT: \$255,967,828

Ed Moyzes' mission as the leader of Strategic View Advisors is to maximize the talents and passions of his team members for the benefit of their clients. They collaborate with clients to understand their goals and develop innovative planning strategies to align their wealth with their values. They measure success by the trust and confidence placed in them.

Moyzes' influence reaches across Los Angeles and into the South Bay, where he serves numerous top clients, specializing in working with public accountants, retirees, and high-income professionals. In 2018, he held \$255,967,828 of AUM, the 2nd highest AUM of 118 advisors in the Northwestern Mutual network. His practice is built around giving his clients the best strategic advice from the most highly educated team. Clients come back to him time and time again because he holds fast to plans and to their best interests.

**BRIAN PARKER**Co-founder  
EP Wealth Advisors  
ASSETS UNDER MANAGEMENT: \$680 million

Brian Parker, CFP, is a Managing Director and Co-founder of EP Wealth Advisors. He has been a highly successful wealth manager for 22 years, specializing in comprehensive investment, tax, estate and retirement strategies for his clients. Parker has been a featured speaker at universities, corporations, and to affluent individuals throughout California. Parker has served as a member of advisory boards for TD Ameritrade and Charles Schwab.

Parker has helped lead the firm through five acquisitions in the last year, totaling over \$1.4 billion in new assets. The deals launched EP Wealth into two new geographies — San Diego and Seattle, and expanded its existing presence throughout the west coast. This growth has been aided by investments in technology, processes, a long-term partnership with investors, and a strong foundation built on putting clients' best interests first. Parker leads through his and the firm's core values; integrity, entrepreneurship, excellence, and community.

**ERIK RIDGLEY, CFA**CEO & Chief Investment Officer  
Salem Partners Wealth Management  
ASSETS UNDER MANAGEMENT: \$300 million

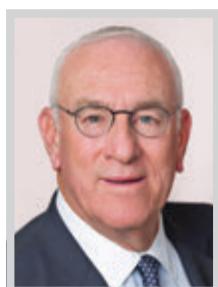
Erik Ridgley, CFA is CEO & Chief Investment Officer of Salem Partners Wealth Management, a boutique multi-family investment office for founders, CEOs, entrepreneurial families, and ultra-high net worth individuals. His firm is a fiduciary and fee-only SEC-registered investment adviser that combines institutional expertise in public markets and private investments with personalized financial planning and customized portfolios to drive successful outcomes and build long-term client relationships.

Prior to joining Salem Partners, Ridgley was Managing Director of Citi Private Bank for over 12 years, where he was Head of Investments for the Western U.S. Region, and Senior Investment Counselor supervising \$1.2 billion of assets under management for wealthy families, during his distinguished and successful tenure. He began his career as a buy-side equity research analyst and portfolio manager for institutional pension fund clients and mutual funds at Provident Investment Counsel, where he became Senior Vice President.

At Avitas Wealth Management, we strive for excellence every day. Congratulations to our partners Catherine Gerst and Eric Taslitz on being recognized among the Most Influential Wealth Managers in Los Angeles by the LA Business Journal!

**AVITAS WEALTH MANAGEMENT – YOUR ADVISOR FOR LIFE**

## MOST INFLUENTIAL WEALTH MANAGERS

**DONALD L SCHWARZ**

Senior Vice President - Financial Advisor  
RBC Wealth Management  
ASSETS UNDER MANAGEMENT: \$870 million

Donald Schwarz has been in the financial services industry for 52 years. In 2009, he joined RBC Wealth Management in Beverly Hills as a senior portfolio manager in the specialized Portfolio Focus program. At RBC he currently leads the Tailored Portfolio Management Group, a team of four financial professionals, and two support personnel, who pride themselves on providing the best service possible.

With a multi-generational client base, the team strives to match the right partner with the right client in order for that relationship to flourish. Collectively the team manages over \$800 million in assets for high net worth families across the United States. The team understands that risk tolerance, liquidity needs, income needs, and time horizons are just a few characteristics that go into portfolio designs and wealth management plans. Schwarz's diverse client base includes working professionals, widows, divorcees, and family partnerships.

**RYAN SERRECCHIA**

Executive Vice President/Partner  
EP Wealth Advisors  
ASSETS UNDER MANAGEMENT: \$368 million

Ryan Serrecchia, CFP, is an Executive Vice President and Partner with EP Wealth Advisors. He is a highly successful wealth manager for EP Wealth Advisors, specializing in comprehensive investment, tax, estate and business planning, and retirement strategies for his clients. He leads advisor development and helps establish scalable processes for the growing EP Wealth team.

Through EP Wealth's acquisition strategy, Serrecchia has helped onboard over five teams to the EP Wealth name in the last year, two in new geographies. He has trained over 30 of the firm's advisors by developing and formalizing a scalable process that can be customized to advisors' and clients' unique needs. As a passionate mentor, Serrecchia has launched some of the most successful advisors at the firm and continues to offer his insight and experience to employees. In addition to his leadership role, Serrecchia manages \$368 of the firm's over \$4.9 billion in client assets.

**ERIC TASLITZ**

Principal  
Avitas Wealth Management  
ASSETS UNDER MANAGEMENT: \$1 billion

Eric Taslitz began his career as a financial advisor at Merrill Lynch in 1996 and joined his current partners in 1998. He and his partners started Avitas Wealth Management, their independent Registered Investment Advisor firm, in November of 2017. Avitas manages investment assets directly, eliminating intermediaries, providing clients with accountability, complete transparency, and a direct relationship with their asset manager.

Taslitz's strength is forging long and trusting relationships. This is the basis for providing the best advice for every client in each specific situation. Among his clients are C suite executives, entrepreneurs, entertainment industry members and corporate attorneys. He gets the most satisfaction from substantive complex conversations with clients that lead to actionable insight and real results. Taslitz and his colleagues at Avitas are particularly skillful in catering to the complex needs of multi-generational families, including parents, their children, and the grandchildren.

**TODD WALKLETT**

Managing Director/Portfolio Manager  
Covington Capital Management  
ASSETS UNDER MANAGEMENT: \$252,920,992

At Covington Capital Management, Todd Walklett is Portfolio Manager, member of the Investment Committee as well as the Board of Directors. He is a Chartered Financial Analyst (CFA) charter holder and Certified Financial Planner (CFP) with over 25 years of portfolio management experience working with wealthy individuals, retirement plans, foundations and endowments.

Walklett is responsible for the analysis and recommendation of the firm's investment in healthcare companies. He has the responsibility for assessing each client's risk profile, developing account objectives and making direct security investments for client portfolios. In addition, he works closely with the client and the client's professional team to ensure a highly coordinated, client-centric experience. His expertise and attention to detail greatly enhances each client's understanding of the critical factors affecting their financial needs and allows them to confidently enact and remain committed to a financial and investment plan.

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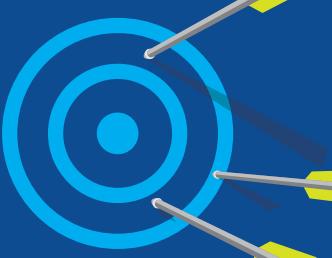
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## MOST INFLUENTIAL WEALTH MANAGERS

**STEVE WEINBERGER**

Senior Managing Director  
HCR Wealth Advisors  
ASSETS UNDER MANAGEMENT: \$940 million

Steve Weinberger joined HCR Wealth Advisors in 1998. Then a boutique firm, HCR has grown to near \$1 billion in assets under management largely in part due to Weinberger's leadership and efforts. With over 20 years of experience in the financial services industry, he specializes in helping clients develop personalized investment portfolio strategies that are continuously monitored and geared toward navigating the markets. Because we do not live in a "one size fits all" world, each plan and strategy that Weinberger presents is unique to each client's needs at a particular time in their life.

Weinberger is particularly skilled at working with clients who are navigating life transitions such as retirement, selling a business and widowhood. After spending time with each client to develop their strategy, he points out financial risk and exposure and ensures that clients are prepared for any unexpected curveballs.

## How to Keep Your Money from Slipping Away

**A**s with virtually all financial matters, the easiest way to be successful with a cash management program is to develop a systematic and disciplined approach.

By spending a few minutes each week to maintain your cash management program, you not only have the opportunity to enhance your current financial position, but you can save yourself some money in tax preparation, time, and fees.

Any good cash management system revolves around the four As — Accounting, Analysis, Allocation, and Adjustment.

**Accounting** quite simply involves gathering all your relevant financial information together and keeping it close at hand for future reference. Gathering all your financial information — such as mortgage payments, credit card statements, and auto loans — and listing it systematically will give you a clear picture of your overall situation.

**Analysis** boils down to reviewing the situation once you have accounted for all your income and expenses. You will almost invariably find yourself with either a shortfall or a surplus. One of the key elements in analyzing your financial situation is to look for ways to reduce your expenses. This can help to free up cash that can either be invested for the long term or used to pay off fixed debt.

For example, if you were to reduce restaurant expenses or spending on non-



essential personal items by \$100 per month, you could use this extra money to prepay the principal on your mortgage. On a \$130,000 30-year mortgage, this extra \$100 per month could enable you to pay it off 10 years early and save you thousands of dollars in interest payments.

**Allocation** involves determining your financial commitments and priorities and distributing your income accordingly. One of the most important factors in allocation is to distinguish between your real needs and your wants. For example, you may want a new home entertainment center, but your real need may

be to reduce outstanding credit card debt.

**Adjustment** involves reviewing your income and expenses periodically and making the changes that your situation demands. For example, as a new parent, you might be wise to shift some assets in order to start a college education fund for your child.

Using the four As is an excellent way to help you monitor your financial situation to ensure that you are on the right track to meet your long-term goals.

*This material was written and prepared by Emerald.*

## Research Uncovers Drivers of Engagement, Satisfaction, and Willingness to Refer Wealth Managers

### Study Highlights Differences between good advisors with satisfied clients and exceptional advisors with engaged clients

Investments & Wealth Institute (formerly IMCA) released research findings from its latest study, "2019 High-Net-Worth Investor Study," recently. The research explores how advisors can stand out in a crowded market, where high client satisfaction and loyalty is not enough to set them apart. The study also examines how articulating the value of advanced, credentials can provide meaningful differentiation among discerning HNW Investors.

The research, fielded by AbsoluteEngagement.com, gathered input from just over 1,000 high-net-worth investors across North America. The research built upon the findings of previous studies conducted in 2017 and 2018. All respondents worked with a financial advisor and met specific household investable asset criteria (at least \$500,000 in investable assets).

According to the survey, 91% of clients are somewhat or very satisfied and 89% of clients are somewhat or extremely likely to continue to work with their advisor. According to the research, the vast majority of advisors are providing a high level of satisfaction with their HNW clients. While those findings are good, the research suggests that having satisfied and loyal clients isn't enough to set the advisor apart from the vast

majority of other advisors available to clients. The study highlights several key capabilities that distinguish exceptional advisors from their peers.

#### DRIVERS OF HNW CLIENT ENGAGEMENT

Not surprisingly, the foundational requirements of all client respondents are that their advisor is trustworthy (87% percentage rating 5 out of 5 on importance), has high ethical standards (80%), always acts in my best interests (80%), and is knowledgeable (77%). Beyond these foundational capabilities, the research identified four additional drivers that "engaged clients" rate significantly higher than all clients: In order of relative importance (from lowest to highest) they are: taking a personalized approach, demonstrating advanced capabilities, delivering exceptional service, and providing meaningful guidance.

"Client engagement is the key goal of every successful advisory relationship," said Julie Littlechild, founder of AbsoluteEngagement.com and author of the research. "However, advisors must first establish a foundation of expertise and ethics, the two most important things to clients beyond the over-arching attribute of trust. The study provides actionable steps advisors can take to communicate their value and measure their success."

#### HNW CLIENTS RANK INVESTMENT MANAGEMENT AS MOST IMPORTANT

At the highest level, high-net-worth clients turn to advisors to provide a range of services. When asked to rank four services in order of

importance, investment management tops the list (38% of HNW clients rank it as most important), followed by financial planning (29%), wealth management (21%), and retirement solutions (12%). However, while investment management is most important, two-thirds of investors say that investment performance is just one of the things for which they pay their advisor. The top three things HNW investor say they pay their advisors for are: on-going guidance/advice to help reach their goals (90%), help in avoiding costly financial/investment mistakes (84%) and on-going monitoring of their goals (81%).

#### HIGH-NET-WORTH CLIENTS BELIEVE IN THE IMPORTANCE OF VOLUNTARY DESIGNATIONS

With Ethics and expertise being ranked as foundational capabilities, and "strong technical expertise" and "advanced capabilities" being ranked as differentiating factors for exceptional advisors, the value and importance of designations were explored as an are the primary way that advisors demonstrate all of these capabilities. Seventy-three percent of high-net-worth clients say that designations and credentials are an important way to demonstrate technical expertise. In part this is because clients define expertise as going above and beyond the basic requirements of licensing or registration. Nearly 70 percent of high-net-worth clients saying it is important that their advisor achieve advanced certifications or voluntary education and three quarters of high-net-worth clients say that voluntary designations and certifications would

**Client engagement is the key goal of every successful advisory relationship. The study provides actionable steps advisors can take to communicate their value and measure their success.**

be important to decision making if they were choosing an advisor today.

"High-net-worth clients expect their advisors to have advanced ethics and expertise to drive tangible outcomes," said Sean Walters, CAE, chief executive officer, Investments & Wealth Institute. "This study illustrates that for high-net-worth clients, advanced capabilities mean knowledge and application of strategies and expertise they could not get from other advisors. Voluntary, advanced designations provide those capabilities."

*Established in 1985, the Investments & Wealth Institute, formerly IMCA, is a professional association, advanced education provider, and standards body for financial advisors, investment consultants, financial planners, and wealth managers who embrace excellence and ethics. To access the study or learn more about the Institute, visit investmentsandwealth.org.*