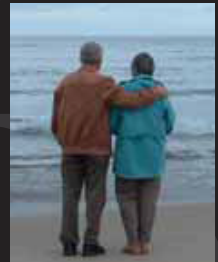


2009 INDEPENDENT SURVEY

TO FIND THE BEST IN  
CLIENT SATISFACTION

# *Meet the Best*

Personal Wealth Managers  
in the Kansas City Area



# ANNOUNCING: Kansas City's 2009 FIVE STAR Wealth Managers.

We surveyed consumers, financial service professionals and our subscribers to find the best in client satisfaction wealth managers in the Kansas City area. Here they are.

Well over half of the consumer responses in the Kansas City area indicated it is difficult to find a wealth manager they trust and rely on <sup>(1)</sup>. Wealth managers, broadly defined, are those individuals who help you manage your financial world and/or implement aspects of your financial strategies. Common examples of wealth managers are financial advisors, life insurance agents, accountants, tax advisors, attorneys, bankers, etc.

With so many wealth managers to choose from, how do you find someone who listens to you, represents your interests and operates with an emphasis on integrity and service? *KC Magazine* and *Midwest CEO* can help. For the third year, the magazine has formed a partnership with Crescendo Business Services, an independent research firm, to find out which wealth managers successfully satisfied key client satisfaction criteria and overall scored the highest in client satisfaction.

## The Selection Process

In June, Crescendo surveyed, by mail and phone 25,000 high-net-worth residents in the Kansas City area and subscribers of *KC Magazine* and *Midwest CEO*. An additional 3,500 surveys were sent to leaders of financial service industry companies.

On the surveys, recipients were asked to evaluate only wealth managers whom they knew through personal experience, and to evaluate them based upon nine criteria: customer service, integrity, knowledge/expertise, communication, value for fee charged, meeting of financial objectives, post-sale service, quality of recommendations and overall satisfaction.

Only original surveys — no copies — returned in their specially designed envelopes

<sup>(1)</sup> 2008 Consumer Survey, Quantitative Market Intelligence

were accepted as valid. By July, stacks of surveys had arrived and Crescendo began carefully scoring each wealth manager. Both positive and negative evaluations were included in the scoring. Only wealth managers with five years of experience in the financial services industry were considered.

Next, each wealth manager was reviewed for regulatory actions, civil judicial actions and customer complaints as reported by FINRA (the Financial Industry Regulatory Authority) and other regulatory agencies.

Then, before finalizing the list, wealth managers were reviewed by a blue-ribbon panel. The blue-ribbon panel was comprised of individuals from within the financial services industry. Although panelist comments were incorporated into the final score, safeguards were built into the review process to reduce the ability of panel members to influence the composition of the final list on the basis of company affiliation.

## Best in Client Satisfaction

The resulting list of 2009 FIVE STAR Wealth Managers represents those wealth managers, of those evaluated, in the Kansas City area, that scored highest in client satisfaction. These wealth managers, represent less than 2 percent of the wealth managers in the Kansas City area. Only 215 of the top-scoring wealth managers made this year's list. To make the list more user-friendly, wealth managers have been grouped based upon their primary financial service. Each wealth manager has also listed up to three additional financial services that they provide their clients.

Although this list will certainly be a useful tool for anyone looking for help in managing their financial world or implementing aspects

of their financial strategies, it should not be considered exhaustive. Undoubtedly, there are many other excellent wealth managers who, for one reason or another, are not on this year's list.



## RESEARCH DECLARATIONS:

As with any research or recognition program, it is important that we provide you the following declarations:

- The 2009 FIVE STAR Wealth Managers do not pay a fee to be included in the research or the final list of FIVE STAR Best in Client Satisfaction Wealth Managers.
- The overall evaluation score of a wealth manager reflects an average of all respondents and may not be representative of any one client's evaluation.
- The FIVE STAR Award is not indicative of the wealth managers future performance.
- Wealth managers may or may not use discretion in their practice and therefore may not manage their client's assets.
- The inclusion of a wealth manager on the FIVE STAR Wealth Manager list should not be construed as an endorsement of the wealth manager by Crescendo Business Services, *KC Magazine* or *Midwest CEO*.
- Working with a FIVE STAR Wealth Manager or any wealth manager is no guarantee as to future investment success nor is there any guarantee that the selected wealth managers will be awarded this accomplishment by Crescendo in the future.
- For more information on the FIVE STAR Award and the research/selection methodology, go to: [fivestarpromotional.com/wmresearch](http://fivestarpromotional.com/wmresearch).



INDEX OF WEALTH MANAGERS

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BANKING	ESTATE PLANNING	FINANCIAL PLANNING	FINANCIAL PLANNING	FINANCIAL PLANNING	FINANCIAL PLANNING
<b>BANKING</b> Kevin Kleweno Mortgage Sources IN	Edward Setzler Lathrop & Gage CG; TX; WP	Joseph Burkart II Financial Success IN; IV; LC	Stella Gundelfinger SMG Investments IV; LC	Peter Mallouk Creative Planning IV	James Powers Lincoln Financial Advisors BP; CG; IV
<b>BUSINESS PLANNING</b> Benaiah Burnich NFP Securities EP; FP; IN	Stephanie M. Smith Stephanie Smith CG; WP	Robert Burks RBC Wealth Management BP; IV	<b>Gordon H. Hamilton III Smith Barney EP; IV; LC</b>	Robert Martin AXA Advisors EP; IN; IV	James Rochel Advantage Financial Services IN
<b>Sean P. Shaughnessey S.P. Shaughnessey &amp; Company FP; IV; TX</b>	Terry Williams The Estate & Business Law Group BP; CG; WP	Brandon T. Capps Guardian/Park Avenue Securities BP; IN; IV	<b>Greg Harvey Integrated Wealth Solutions EP; IN; IV</b>	<b>John McCarthy AXA Advisors BP; IV</b>	Howard Rothwell Stapp & Rothwell CG; EP; IV
Vinnie Vaccaro Commerce Bank BK; TS	Jonathan Zerr Kapke & Willerth CG; LC; WP	<b>Mark A. Carnes Prosperity Wealth Management IV</b>	Kevin Hennessy Country Club Financial Services BP; IN; IV	Michael R. McCaw H & R Block Financial Advisors EP; IN; IV	<b>Troy Rust AXA Advisors IN; IV</b>
<b>ESTATE PLANNING</b> <b>James P. Berger Berger and Carmody FP; LC; WP</b>	<b>FINANCIAL PLANNING</b> Scott Adams Special Needs Planning Center EP; IV	Wade Carpenter Summit Wealth Advisors IN; IV; LC	Aaron S. Herwig H & R Block Financial Advisors IN; IV; TX	T.J. McDermott Benchmark Financial BP; IN; IV	Jeremy Sandler Sandler Financial Solutions EP; IN; IV
Cheryl Boushka Wilson Law Group WP	Sharon Allen Edward Jones EP; IN; LC	Thomas P. Carrigan Northwestern Mutual BP; IN; IV	Kurt Hill Edward Jones IN; IV; LC	John McGraw Buttonwood Financial Group IN; IV; TS	Troy Schuster Capital Investment Management EP; IN; IV
<b>Tim Carlin Edward Jones BP; FP; TS</b>	<b>Pierre Badertscher Security Financial Advisors EP; IV</b>	David Caudill UBS Financial Services EP; IV	Deidra Hunn Ameriprise Financial Services IN; IV	Barbara McMahan Waddell & Reed IN; IV; LC	Michael Searcy Searcy Financial Services BP; IV
<b>David Curry IQ Squared BP; FP; IV</b>	Shane Barber Barber Financial Group IN; IV	K. Renee Charpie LPL Financial EP	David Imhoff Cornerstone Wealth Advisors EP; IN; IV	Randy McQueen Randy McQueen EP; IN; IV	Fred Shaw Robert W. Baird & Company IV
Jeffrey L. Easterday Parman & Easterday BP; TS; WP	<b>Kelli Bauer Smith Barney IV; LC</b>	Kevin Conard The Retirement Planning Group	David Jackson Waddell & Reed IN; IV; LC	Nedra Mitchell Waddell & Reed BP; IN; IV	Tim Shmidl Prism Financial Group BP; IV
Jennifer Finch Austin Living Trust Law Firm	Doug Black Larson Financial Services IN; IV	Jason Crabb Ameriprise Financial Services EP; IN; IV	Richard Jenkins Midwestern Financial Group IN; IV; LC	Don Morse Ameriprise Financial Services EP; IV; LC	Ryan Springer Edward Jones IN; IV; LC
Donald Friend II Friend Cooper BP; FP; TS	John Black Northwestern Mutual IN; IV	<b>Charles R. Crutchfield Cornerstone Financial Advisors EP; IN; IV</b>	Steven L. Kenemore The Cadre Financial Group CG; EP; TS	R. Kevan Myers Ameriprise Financial Services IV	Matthew D. Starkey KHC Wealth Management Services CG; EP; IV
Debra Hallauer Swanson Midgley LC; TS; WP	Jason Blomgren John Hancock Financial Network CG; EP; IV	Jeffrey L. Curtis Curtis & Associates BP; IN; IV	Ginger Kenney Edward Jones IV	<b>Doug Nelson AIG Retirement CG; IN; IV</b>	Gerald Steffes Steffes Financial IV
Eric Hansen Holman Hansen & Colville BP; CG; TX	Jahnnie Brake Edward Jones IN; IV; LC	<b>Kathleen Degen Twin Financial BP; EP; IN</b>	Stewart Koesten KHC Wealth Management Services CG; EP; IV	Kathy O'Dowd The Planned Approach IN; IV; LC	Kathy Stepp Stepp & Rothwell
Paul Himmelstein Bryan Cave BP	Wes Brock Merrill Lynch EP; IV; TX	Scott Dougan Freedom Financial Services CG; EP; IN	Bruce Kusmin Mariner Wealth Advisors AC; EP; IV	Michael O'Neill CBIZ Financial Solutions BP; EP; IV	Bradly Tharp Broadbent Houts & Company BP; EP; IV
Elvin Knight Hush Blackwell Sanders TS; TX; WP	D. Max Bruce DM Bruce Associates BP; EP; IV	Bill Eckert Strategic Financial Partners BP; EP; IV	<b>Raleigh Lang Twin Financial BP; EP; IV</b>	Fred Overton Financial Professionals EP; IV; LC	Matthew Thompson Ameriprise Financial Services IN; IV; LC
Cindy McClannahan Seigfreid Bingham Levy Selzer & Gee BP; TX; WP	Michael Brun Ameriprise Financial Services IN; IV; LC	Paul Gershon Oppenheimer & Company IN; IV	R. Thad Lincoln Retirement Concepts Group EP; IN; IV	David Pacer Trinity Planning Group BP; EP; IV	Jake Tyndall American Century Investments CG; IV; TS
Mark McKinzie Wallace Saunders WP	Bryan Buckley Northwestern Mutual IN; IV	Bruce Godke Barber Financial Group IN	Sharon A. Lockhart Raymond James CG; IN; IV	Alex M. Petrovic Raymond James IV	David Vaughn Mutual Fund Store
<b>J. Joseph Morris Vold &amp; Morris WP</b>	Heath Burch The Special Needs Planning Center CG; EP	Jared Gudenkauf Ameriprise Financial Services IN; IV; TS	William Lowe UMB Financial Services EP; IV; TX	Carolyn Pittsenbarger Financial Success IN; IV; LC	Kelly Voitenko The Planned Approach CG; EP; IV
		Stephanie Guerin Planned Approach BP; IV		Matthew R. Pomianek Edward Jones BP; EP; IV	Timothy Walla Ameritas Investment and Walla Street Wealth Management IN; IV



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FINANCIAL PLANNING	INVESTMENTS	INVESTMENTS	INVESTMENTS	INVESTMENTS	INVESTMENTS
Leo Walters Ameriprise Financial Services	D. Marc Brookings Symphonic Financial Advisors EP; FP; IN	Kent Gasaway Kornitzer Capital Management FP; TS	Cory Lagerstrom Frontier Wealth Management BP; FP	<b>Jerry Perfect</b> <b>Gateway Wealth Management</b> EP; FP; IN	Arthur Skip Tichenor Tallgrass Advisors BP; EP; FP
<b>Kenneth Walton</b> <b>AXA Advisors</b> EP; IV	John L. Brown UBS Financial Services	C. Henry Giessen, Jr. American Century	John V. Lindsey, Jr. Integrated Wealth Advisory Services EP; FP; IN	Brian Perott Financial Counselors IV	Matt Tucker UBS Financial Services CG; BK; FP
Paul Wassmer Freedom Financial Services CG; EP; IN	Bradley Burditt Associated Securities and Insurance Services FP	Darren Gray Prism Financial Group FP	John Ludwig Morgan Stanley EP; FP; TS	Warren Pray Edward Jones BP; EP; TS	Rocky Valentine Edward Jones
Andrew Widman High Pointe Financial Group BP; IN; IV	Gary Bussing The Mutual Fund Store FP	Jim Guyot Lighthouse Financial Strategies FP; IN; LC	Paul Lutz HSMC Financial Services FP; IN	Mark Rabin AIG Financial Advisors EP; FP; IN	Mark Vlastic RSM McGladrey EP; IN
Richard Witherspoon Reliant Financial Services CG; IN; IV	James Claiborne Prism Financial Group BP; EP; FP	Steve Haddad Haddad Financial Services FP; IN; TS	James Mader Mader & Shannon Wealth Management EP; FP; TX	<b>Alan Rickert</b> <b>Centerpoint Advisory Services</b> BP; FP; IN	Stephen Warren Morgan Stanley EP; IN
<b>Darrin Wolff</b> <b>Edward Jones</b> IN; IV; LC	Michael Clark ING Financial Advisors BP; LC	Shelly Hall-Peterson Symphonic Financial Advisors CG; EP; FP	Larry Manica Stifel Nicolaus & Company FP; IN	Steve Robertson UMB Financial Services IN	<b>Carol Watts</b> <b>Edward Jones</b> FP
Mark Zydlo AIG - Valic EP; IV	Judy Cox Cox & Neal FP	John Hanahan Yukon Wealth Management FP	B. Aaron Martin UBS Financial Services BP; FP; IN	Sharen Robinson ING Financial Advisors FP; IN	Ward Williams Paragon Capital Management
<b>INSURANCE</b>	<b>Thomas S. Dexter</b> <b>Oppenheimer &amp; Company</b> EP; FP	Duffy Hokanson Creative Planning EP; FP; IN	Mike Martin Mike Martin & Associates FP; IN; TX	Richard Romey ETF Portfolio Solutions	<b>TAXATION</b>
Patrick Carter Farmers Insurance FP	Neil Douthat Smith Barney FP	Ryan Holmes Merrill Lynch FP	Erica Massman Erica Massman Financial BP; CG; FP	Rod Russell UMB Financial Services FP; IN; LC	Gerald Harvey Harvey & Caldwell AC; BP; IV
Deborah Clem-Buckert High Pointe Financial Group LC	David Dreher UBS Financial Services EP; FP; TS	Rick Homuth Merrill Lynch EP; FP; TS	Steven R. Mathews Commerce Brokerage Services FP; IN; LC	Ron Sanders Sanders Booze Capital Advisors FP	Nancy McAuley McAuley & Crandall AC; BP; FP
Ed Drummond Drummond Financial Services EP; IV; LC	Ray Evans Lincoln Financial Advisors	Stephen Hoover Wealth Partners Corporation EP	Owen McPherson CFW Capital Management	David Schmidt LPL Financial Corp FP	Bud L. Vick Cochran Head Vick & Company BP; EP; FP
<b>INVESTMENTS</b>	<b>Paul Ewing</b> <b>Prosperity Advisory Group</b> BP; EP; FP	Darcy Howe Merrill Lynch - Private Banking Investment Group BP; CG; EP	<b>Jeffrey Meyers</b> <b>Cornerstone Financial Advisors</b> EP; FP; IN	Ron Sanders Sanders Booze Capital Advisors FP	<b>TRUST SERVICES</b>
David Anderson Financial Counselors	Kevin Farrell Merrill Lynch BK; FP; IN	Robert Hunter Financial Counselors IV	<b>Tony Moeller</b> <b>Integrity Investment Advisors</b> FP	David Scott Sunrise Advisors EP; FP; TS	Bradley Bergman Midwest Trust Company EP; FP; IV
David Baker Legacy Investment Partners CG; FP; IN	Chris Ferguson The Mutual Fund Store EP; FP	Howard Jacobson Paragon Capital Management	Sean Murphy Primerica Financial Services IN; LC	Ronald Seltzer Comprehensive Investment Services EP; FP; IN	Deloss McKnight UMB Financial Services EP
Stuart Berkley Financial Counselors EP	<b>Scott D. Ferguson</b> <b>Morgan Stanley</b> BP; CG; IN	<b>Bud Kasper</b> <b>Kasper Steck Wealth Management</b> EP; FP	Timothy Murphy Edward Jones BP; EP; FP	Dianna L. Smith <b>Morgan Stanley</b> EP; FP; IN	Gene Pal Bank of Blue Valley CG; EP; IV
Terry Betzelberger Levitt Betzelberger Weinrich CG; FP; IN	<b>Roy Fortner</b> <b>Fortner Financial Services</b> FP	Bonnie Kay Blue Valley Investment FP; IN; LC	Dan Myers Bank Midwest BK; FP	Frank Sterneck Sterneck Capital Management	Carolyn Rigsby Midwest Trust Company EP; FP
Marty Bicknell Mariner Wealth Advisors AC; BP; FP	<b>Thomas Freeman</b> <b>UBS Financial Services</b> BP; CG; FP	Thomas King CBIZ Financial Solutions EP; FP; TX	Craig Novorr Paragon Capital Management	Brad Stratton Merrill Lynch CG; EP; FP	
Adam Bold Mutual Fund Store	David Garrison Capital Investment Management FP	James Klein Meritage Portfolio Management	Curtis Patterson UBS Financial Services CG	<b>Mitzi Swaffar</b> <b>CMIC Financial Services in Capitol Federal Bank</b> FP; IN	
Jonathan Booze Sanders Booze Capital Advisors FP; TS					

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