



# Wealth Magnets

Second Ranking of  
CPAs by AUM

IS THIS AN OXYMORON, CPAs who think outside the box? How about an entrepreneurial, adventuresome CPA firm that flourishes not only because they listen to the needs of their clients, they also anticipate them?

Honkamp Krueger & Co., P.C., Dubuque, IA, opened its doors without a role model. It was simply a husband and wife team in a small post-war office with two desks and a shared phone. Perhaps it was Arnie Honkamp's undergraduate degree in marketing that started it all. It doesn't matter. What matters is that 60 years later it has grown to 200 employees and offices in six cities.

This Top 100 CPA firm's foray into financial services was particularly outside the box. Thirteen years ago it created a unique business model, providing wealth management services exclusively to CPAs and their clients. Honkamp Krueger Financial Services, Inc.

(HKFS) currently manages over one billion dollars in client assets placing it among the top two percent of private U.S. money managers.

Not bad for a CPA firm based in a small Mississippi River town.

And so, with that being said as just one example, we are proud to present *CPA Wealth Provider's* second ranking of firms by AUM.

The idea for such a ranking began a year ago when the editors of this publication decided to plow an area that had previously been left untouched. A survey was prepared and sent to a wide listing of CPA firms and the reaction was staggering. There were 89 responses. This year, it has more than doubled and has reached 194. This is the reason we have chosen to break the numbers down into sections and to specifically indicate each section.

The editors also delved beneath the surface of the rankings and looked at what affiliations each firm had, such as broker/dealers, wire-houses, financial services companies, and the like. In fact, digging even deeper, the survey revealed the area of financial planning products that each firm recommended in basic categories such as IRAs, 401(k)s, mutual funds, life insurance, bonds, 529 plans, to name a few.

For inclusion in this survey we had two criteria for consideration: they must be a CPA firm that has a financial planning practice, even as a subsidiary or affiliate, and the financial planner in the office must hold a CPA credential.

There are a few footnotes and explanations to these rankings you should keep in mind. First, the numbers listed are, in some respects, based on calendar year fig-

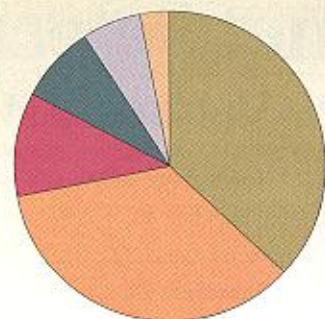
ures, as reported by the firms, and others are on fiscal years. Then too, because of space limitations, we did not have the room to list LLPs, LLCs, corporate designations, partnerships, and the like. To simplify, we just listed the basic name of the firm.

Moreover, some firms had controlling principals, CEOs, presidents, etc. Again, for simplification purposes, we used the term "managing partner." And finally, we did not have the room to include all the various licenses held by the different firms. There were just too many.

Based upon all the e-mails, telephone calls, and faxes we have received since the first ranking was published last October, we firmly believe the following information in our various charts, graphs, and the like will shed some vital light on this ever-burgeoning field. *CPAWVP*

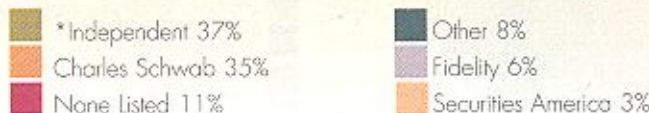
### THE BILLION DOLLAR CLUB

| AUM \$        | FIRM NAME                                   | CITY         | STATE | MANAGING PARTNER       |
|---------------|---------------------------------------------|--------------|-------|------------------------|
| 6,500,000,000 | myCIO Wealth Partners                       | Philadelphia | PA    | David E. Lees          |
| 5,364,891,492 | Plante Moran Financial Advisors             | Southfield   | MI    | Robert M. Palmer       |
| 4,900,000,000 | Joel Isaacson & Co.                         | New York     | NY    | Joel S. Isaacson       |
| 4,670,672,000 | Gilman Ciocia                               | Poughkeepsie | NY    | Michael Ryan           |
| 4,381,004,105 | RSM McGladrey                               | Minneapolis  | MN    | Roger Hewins           |
| 3,000,000,000 | Clarfeld Financial Advisors                 | Tarrytown    | NY    | Robert A. Clarfeld     |
| 2,224,000,000 | Wipfli Hewins Investment Financial Advisors | Minneapolis  | MN    | Roger Hewins           |
| 1,515,381,737 | Savant Capital Management                   | Rockford     | IL    | Brent R. Brodeski      |
| 1,504,923,131 | CBIZ/Mayer Hoffman McCann                   | Cleveland    | OH    | William Hancock        |
| 1,500,000,000 | BKD Wealth Advisors                         | Springfield  | MO    | Neal Spencer           |
| 1,488,257,260 | Balasa Dinverno Foltz                       | Itasca       | IL    | Armond A. Dinverno     |
| 1,347,000,000 | LarsonAllen Financial                       | Minneapolis  | MN    | Tony Hallada           |
| 1,321,656,652 | HBK Sorce Financial                         | Erie         | PA    | Christopher Allegretti |
| 1,300,000,000 | Virchow, Krause & Company                   | Madison      | WI    | Tim Christen           |
| 1,108,877,541 | Coldstream Capital Management               | Bellevue     | WA    | Kevin Fitzwilson       |
| 1,082,156,000 | Honkamp Krueger Financial Services          | Dubuque      | IA    | John Darrah            |
| 1,075,500,000 | Berkowitz Dick Pollack & Brant              | Miami        | FL    | Richard A. Berkowitz   |
| 1,001,274,382 | F&D Advisors                                | Atlanta      | GA    | Douglas W. Liptak      |



## Wealth Magnet Elite

### Billion Dollar Club Share of AUM



\*Represents same name as that of firm