Registered Rep.

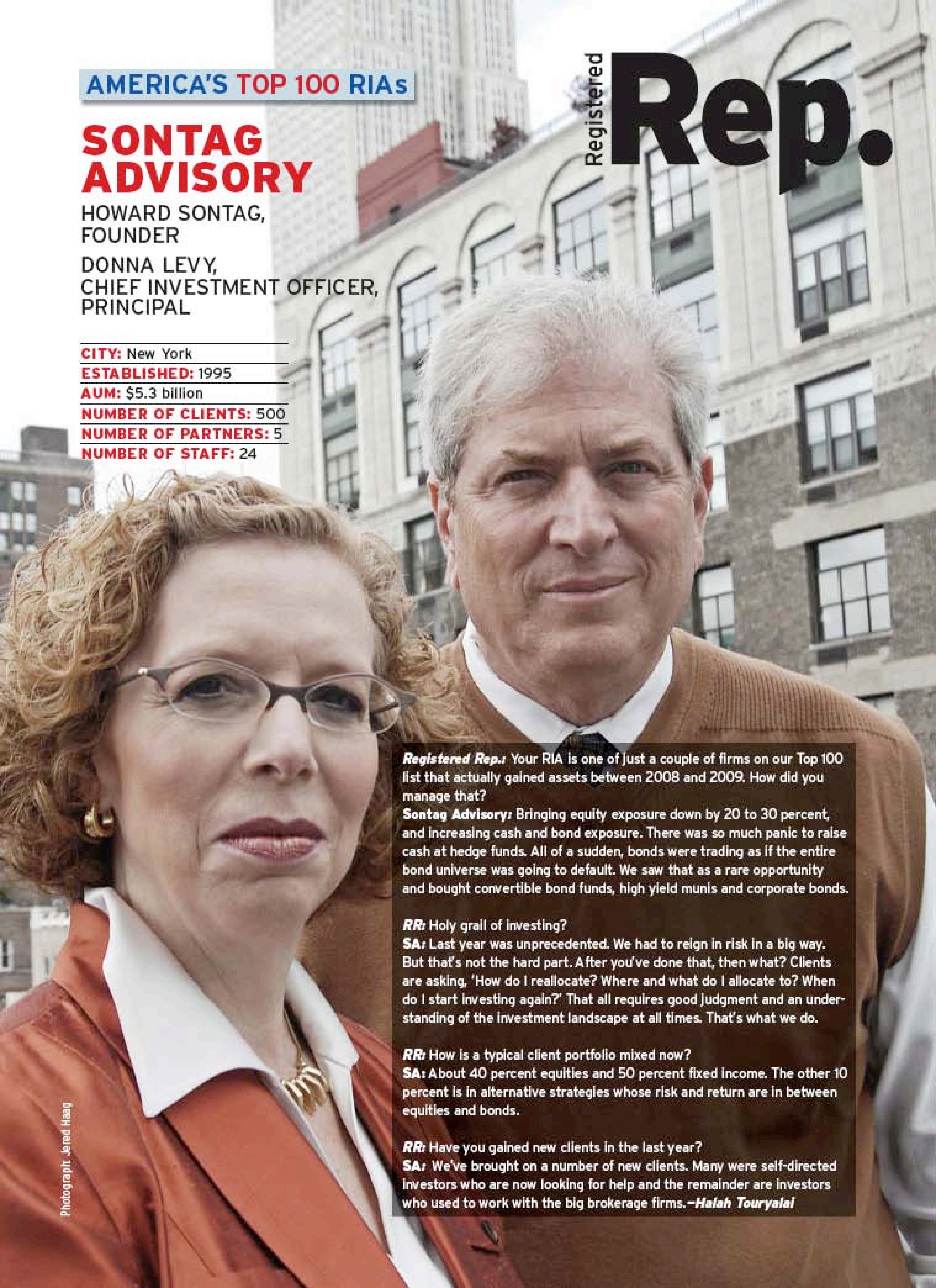
AMERICA'S TOP 100 RIAs

SONTAG ADVISORY

HOWARD SONTAG, FOUNDER

DONNA LEVY, CHIEF INVESTMENT OFFICER, PRINCIPAL

CITY: New York
ESTABLISHED: 1995
AUM: $5.3 billion
NUMBER OF CLIENTS: 500
NUMBER OF PARTNERS: 5
NUMBER OF STAFF: 24



Photograph: Jered Haag

Registered Rep.: Your RIA is one of just a couple of firms on our Top 100 list that actually gained assets between 2008 and 2009. How did you manage that?
Sontag Advisory: Bringing equity exposure down by 20 to 30 percent, and increasing cash and bond exposure. There was so much panic to raise cash at hedge funds. All of a sudden, bonds were trading as if the entire bond universe was going to default. We saw that as a rare opportunity and bought convertible bond funds, high yield munis and corporate bonds.

RR: Holy grail of investing?
SA: Last year was unprecedented. We had to reign in risk in a big way. But that's not the hard part. After you've done that, then what? Clients are asking, 'How do I reallocate? Where and what do I allocate to? When do I start investing again?' That all requires good judgment and an understanding of the investment landscape at all times. That's what we do.

RR: How is a typical client portfolio mixed now?
SA: About 40 percent equities and 50 percent fixed income. The other 10 percent is in alternative strategies whose risk and return are in between equities and bonds.

RR: Have you gained new clients in the last year?
SA: We've brought on a number of new clients. Many were self-directed investors who are now looking for help and the remainder are investors who used to work with the big brokerage firms.—***Halah Touryalai***

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	Firm	City	Website	2009 AUM (mil)*	2008 AUM (mil)*	Diff. (Mil)	Total % change	Number of investment Accounts	Number advisors	of clients
1.	Silvercrest Asset Management Group	New York	www.silvercrestgroup.com	$7,904	$8,688	-$784	-9%	2,874	11-50	more than 500
2.	Veritable LP	Newtown. Square, Pa	wwwveritablelp.com	$7,607	$9,410	-$1,803	-19%	2,415	11-50	more than 500
3.	Moneta Group Investment Advisors	Clayton, Mo.	www.monetagroup.com	$6,535	$7,932	-$1,397	-18%	17,925	11-50	more than 500
4.	Oxford Financial Group	Carmel, Ind.	www.ofgltd.com	$6,467	$7,837	-$1,370	-17%	3,771	11-50	more than 500
5.	SCS Capital Management	Boston	www.scsfinancial.com	$5,683	$4,701	$982	21%	104	11-50	101-250
6.	Rockefeller & Company	New York	www.rockco.com	$5,588	$7,681	-$2,093	-27%	2,030	11-50	251-500
7.	Plante Moran	Southfield,	www.pmfa.com	$5,343	$5,365	-$22	0%	1,929	11-50	more than
#8	Sontag Advisory	New York	www.sontagadvisory.com	$5,313	$5,284	$29	1%	8,766	6-10	more than 500
	Wealth Advisors									500
10.	Everett Harris	Los Angeles	www.everettharris.com	$4,961	$5,699	-$738	-13%	1067	6 to 10	251-500
11.	Ronald Blue & Company	Atlanta	www.ronblue.com	$4,244	$5,420	-$1,176	-22%	12,344	51-250	more than 500
12.	Geller Family Office Services	New York	www.gellerco.com	$4,146	$6,611	-$2,465	-37%	242	6-10	26-100
13.	Offit Capital	New York	www.offitcapital.com	$3,953	$5,065	-$1,112	-22%	76	11-50	26-100
14.	My CIO Wealth Partners	Philadelphia	www.myciowp.com	$3,821	$4,511	-$690	-15%	2,838	11-50	251-500
15.	Beacon Pointe Advisors	Newport Beach, Calif.	www.bpadvisor.com	$3,642	$4,181	-$539	-13%	331	11-50	251-500
16.	Aspiriant	San Francisco	www.quintile.com	$3,607	$5,074	-$1,467	-29%	2,956	11-50	101-250
17.	Loring, Wolcott & Coolidge	Boston	www.lwcotrust.com	$3,591	$5,279	-$1,688	-32%	2,589	11-50	more than 500
18.	Mercer Global Advisors	Scottsdale	www.merceradvisors.com	$2,602	$3,524	-$922	-26%	12,912	51-250	more than 500
19.	KLS Professional Advisors Group	New York	www.klsadvisors.com	$3,456	$3,862	-$406	-11%	6,126	6-10	more than 50

METHODOLOGY:
Registered Rep.'s Top 100 Registered Investment Advisors list was created with the help of QuestNet, a provider of specialty business information databases, the SEC Investment Adviser Registration Depository and trusted industry sources.

*Filing dates vary, but are comparable from one year to the next.

The Top 100 RIAs are ranked by assets under management. Firms were included based on the following criteria:

1. Greater than 50 percent of their assets must be from the retail marketplace.
2. They must provide financial planning services, portfolio management for individuals or conduct due diligence on third party advisors.
3. They must not be doing business as a broker/dealer, bank or insurance company or be a subsidiary of a large financial institution.
4. The RIAs must not invest in proprietary products.