



One Lincoln Centre  
18W 140 Butterfield Rd.  
14th Floor  
Oakbrook Terrace, IL 60181  
GoldstoneFinancialGroup.com  
(888)544-GSFG (4734)



*2011*

**FIVE STAR  
Wealth Managers**

*2011 INDEPENDENT SURVEY  
OVERALL SATISFACTION*



# 2011 Five Star Wealth Managers

Five Star Professional partnered with *Chicago Magazine* to determine the wealth managers in the area who provide exceptional service and overall satisfaction. The Five Star Professional research team contacted clients, peers and industry experts and asked if they had experience working with a wealth manager. Those who participated in the research provided the name of a wealth manager and rated that individual according to key criteria, such as integrity, value for fee charged and quality of recommendations. The survey data was collected and scored, resulting in the list of 2011 Chicago Five Star Wealth Managers. The research methodology allows no more than 7 percent of wealth managers to be named a Five Star Wealth Manager. This year's winners are listed and profiled in the following pages.

## Research Q & A

### How are Five Star Wealth Managers selected?

Five Star Professional surveyed 1 in 4 high-net-worth households (more than 50,000 households) and more than 7,000 registered financial services professionals in the area. Participants in the survey were asked to evaluate only those wealth managers they know through personal experience.

### How many wealth managers receive the Five Star award?

The final list of 2011 Five Star Wealth Managers is a select group, representing less than 5 percent of licensed wealth managers in the area.

### Can wealth managers pay to be listed?

No. Wealth managers cannot pay to be included in the research or on the final list. The evaluation process and the results are driven by research conducted with clients, peers and industry experts.

### What criteria do you evaluate?

The Five Star Wealth Manager research surveys focus on nine criteria, including: customer service, integrity, knowledge/expertise, communication, value for fee charged, meeting of financial objectives, post-sale service, quality of recommendations and overall satisfaction. Wealth managers, broadly defined, are those individuals who help you manage your financial world and/or implement aspects of your financial strategies.

### How are the surveys scored?

Both positive and negative evaluations are included in the scoring. Only wealth managers with more than five years of experience in the financial services industry are considered. Each wealth manager is reviewed for regulatory actions, civil judicial actions and customer complaints as reported by FINRA, the SEC, the State Board of Accountancy and the State Bar. Then, before the list is finalized, it is reviewed by a panel of industry experts. Safeguards are built into the review process to reduce the ability to influence the final list on the basis of company affiliation.

## Research DISCLOSURES

- The overall evaluation score of a wealth manager reflects an average of all respondents and may not be representative of any one client's experience.
- The Five Star award is not indicative of the wealth manager's future performance.
- Wealth managers may or may not use discretion in their practice and therefore may not manage their clients' 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 Five Star Professional or *Chicago Magazine*.
- 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 Five Star Professional in the future.
- The research process incorporates a statistically valid sample in order to identify the wealth managers in the local market who score highest in overall satisfaction. Wealth managers are not included on the list unless their score is statistically valid. At least 50% of the wealth managers in the market have a statistically valid score.
- Five Star Professional is not an advisory firm and the content of this article should not be considered financial advice. For more information on the Five Star award and the research/selection methodology, go to: [fivestarpromotional.com](http://fivestarpromotional.com).

As seen in the November 2011 issue of:



# Congratulations On Being Named a 2011 FIVE STAR Wealth Manager<sup>SM</sup> GoldStone Financial Group



Providing Clients with Certainty, During Times of Uncertainty



Left to right: Two-year winners Anthony Pellegrino and Michael A. Pellegrino

- Solutions for market volatility
- Lifetime income solutions
- Total portfolio management

*Area of Focus: Using multiple safer money alternatives to eliminate market volatility and create lifetime income in retirement*

Goldstone's practice thrives on making a complex world of financial products and choices simple and effective. Are your accounts still exposed to potential losses? If so, why? Goldstone utilizes financial vehicles that help protect and preserve client's principal from loss while being positioned to participate in the potential growth of the market. It is Goldstone's belief that not losing money is just as important as making money on investments. After all, investing is not just about how much we make, it's also about how much we keep. Goldstone has

built a rock-solid reputation for helping people protect and grow their wealth while maintaining a consistent dialogue with their clients. This feat has earned Goldstone recognition as an A+ member of the Better Business Bureau with zero client complaints, perfect standing with the National Ethics Bureau, and repeat recipients of the Five-Star Wealth Managers Award. Goldstone co-hosts one of the most listened to live financial radio shows in Chicago, "Securing Your Financial Future," on WLS AM 890 at 8:00 am on Sunday mornings.



**GOLDSTONE**  
— FINANCIAL GROUP —

One Lincoln Centre • 18 West 140 Butterfield Road, 14<sup>th</sup> Floor • Oakbrook Terrace, IL 60181

Phone: (630) 620-9300 • Toll Free: (888) 544-4734

ContactUs@goldstonefinancialgroup.com • goldstonefinancialgroup.com

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