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THE LIST

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CERTIFIED TO PLAN

Top 10 Firms re-ranked by number of certified financial planners

Rank/Company	Number of CFPS
1. M&T Securities.....	28
2. Merrill Lynch.....	19
3. AXA Advisors.....	15
3. Wells Fargo Advisors.....	15
5. Sanderson & Co. Investment Consultants LLC.....	10
6. Harold C. Brown & Co. LLC.....	8
7. Morgan Stanley Smith Barney.....	7
8. New York Life Insurance Co.....	5
9. CPA Financial Network (WNY Asset Management LLC).....	4
9. Mass Mutual Financial Group.....	4

THE QUESTION:

Participants were asked to briefly describe what they see as a key issue facing WNY financial planners.

SOME MORE ANSWERS:

Carter Financial Management LLC: "Not over-reacting to short term market changes. Keeping client long-term goals in perspective."

Clearplan Financial Inc: "Volatility in diversified portfolios. The last decade's under performance of US equities. Increased regulatory, compliance and technology complexity."

Courier Capital Corp.: "Assisting baby-boom generation understand the transition from saving for retirement to a sustainable and appropriate asset drawdown in retirement."

CPA Financial Network (WNY Asset Management LLC): "Recruitment of associate planners who have the background and passion for the profession."

Financial/stockbrokerage firms

Ranked by assets under WNY management

RANK/ PRIOR RANK	PHONE WEB SITE	ASSETS UNDER WNY MANAGEMENT	CFPS/ NON-CFPS/ BROKERS	SPECIALTIES	WNY MANAGERS(S)	
1 1	Merrill Lynch Key Tower Buffalo, NY 14202	849-2121 ml.com	\$8.7 billion	19 67 86	Personal, family and corporate retirement and inter-generational planning	Martin Anderson
2 5	Mass Mutual Financial Group 300 Corporate Parkway Amherst, NY 14226	852-1321 finsvcs.com/buffaloagency	\$5.4 billion	4 85 450	Life, disability income, long-term care insurance and business insurance, annuities, retirement planning products.	Joseph L. DiLeo, Linda Cardinale, Geoffrey McDermid, Bruce Supernault
3 3	AXA Advisors 325 Essjay Road, Suite 308 Williamsville, NY 14221	626-2502 axa-advisors.com	\$5.1 billion	15 85 2	Retirement and income planning, fee- and non-fee-based financial planning, estate planning, employee benefits for business	Luis Nuchereo
4 2	Morgan Stanley Smith Barney 50 Fountain Plaza Buffalo, NY 14202	849-4884 branches.smithbarney.com/buffalo	\$5 billion	7 49 56	Wealth management, investment advisory services, financial planning, credit/lending, cash management, insurance and trusts	Mary Ann Coulson
5 4	Wells Fargo Advisors* 6467 Main St., Suite 103 Williamsville, NY 14221	810-5000 wellsfargoadvisors.com	\$4.2 billion	15 43 37	Trust services and lending	Gary Kokin
6 6	Key Investment Services 50 Fountain Plaza Buffalo, NY 14202	843-4491 keybank.com	\$3.9 billion	DND 16 91	Financial planning, retirement planning, mutual funds, annuities, insurance	Karen Patulski, Charles Aronica
7 8	M&T Securities Inc. 285 Delaware Ave. Buffalo, NY 14202	635-9308 mandtbank.com	\$2 billion	28 36 60	Investment, retirement and estate planning, business owner/succession planning, protection planning, brokerage, investment management	Lou George
8 13	First Niagara Securities Inc. 6950 S. Transit Road Lockport, NY 14095	625-7528 fnfg.com	\$1.7 billion	1 50 95	Retirement planning, education, retirement and estate planning, trustee advisory service, investment advisory service	Annette Kajtoch
9 11	Alliance Advisory Group Inc. 350 Essjay Road Williamsville, NY 14221	817-7109 allianceadvisorygroup.com	\$1.3 billion	DND 65 500	Financial planning, investments including 401(k) and pension planning, non-qualified retirement plans and other insurance solutions	Robert Fashano, James Fashano, Samantha Clark, Kevin Winder, Barbara O'Neill
10 10	Courier Capital Corp. 976 Delaware Ave. Buffalo, NY 14209	883-9595 couriercapital.com	\$1.3 billion	3 1 0	Fee-only financial services group specializes in retirement and estate planning, asset allocation, investment selection/monitoring	Bruce Kaz, Bill Gurney, Tom Hanlon, David Bard, Brian Geary
11 16	Sgroi Financial LLC 965 Union Road West Seneca, NY 14224	674-6700 sgroifinancial.com	\$725 million	2 5 0	CDs, mutual funds, stocks, bonds, IRAs, 401Ks, TSA/403b, REITs, insurance (life, health, disability, nursing home/LTC), & employee benefits	Jeffrey Sgroi
12 15	Trubee Collins & Co. Inc. One M&T Plaza Buffalo, NY 14203	849-1401 trubeeollins.com	\$725 million	1 0 18	Investment services for individuals, small businesses, corporations and philanthropic organizations	William Pictor
13 17	Harold C. Brown & Co. LLC One HSBC Center Buffalo, NY 14203	854-2500 hcb.com	\$720 million	8 1 21	Financial planning, education, retirement, estate planning, trustee advisory service, investment advisory service	Michael Pratt
14 18	New England Financial 300 Essjay Road Williamsville, NY 14221	854-7000 nefupstateny.com	\$679 million	2 28 20	Group and individual life, short- and long-term disability insurance, long-term care insurance, annuities	Samuel Terrazzino, Dana Trombley, Terry Sprow, Elizabeth Gibson, Geannine French, George Bidjov
15 19	First Aurora Financial Group 634 Main St. East Aurora, NY 14052	655-7600 firstaurorafinancialgroup.com	\$571 million	2 8 8	Retirement planning, investment management, 401(k) retirement plan advisory services, insurance and estate planning	Ronald Olson, Richard Bisesi, Donald Eustice
16 14	Sanderson & Co. Investment Consultants LLC 750 Key Tower Buffalo, NY 14202	566-2420	\$450 million	10 1 0	Wealth management, including investment consulting, estate planning, income tax planning, charitable planning, tax compliance	John Sanderson
17 20	New York Life Insurance Co. 6400 Main St. Williamsville, NY 14221	626-7305 newyorklife.com	\$418 million	5 55 6	Life insurance, annuities, long term care executive benefits, employee benefits	John Foster
18 21	Georgetown Capital Group Inc. 5350 Main St. Williamsville, NY 14221	633-9800 georgetowncapital.com	\$400 million	1 9 7	Retirement planning, comprehensive planning for financial and non-financial future	Joseph Curatolo, Erin Cleary

19 24

CPA Financial Network (WNY Asset Management LLC) 626-0060
350 Essjay Road
Williamsville, NY 14221
wnyasset.com

**\$368
million**

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1
47

Investment and wealth management, financial, estate, retirement, long term care, and education planning

John Pieroni,
Robert Castiglione,
Thomas Duerr

20 21

PPS Pension & Financial Services Inc.
8660 Sheridan Drive
Williamsville, NY 14221

204-0170

**\$350
million**

2
0
0

Retirement plan record-keeping and administration, investment assessment

Robin Tomasula

21 25

The Financial Guys
6631 Main St.
Williamsville, NY 14221

633-1515
thefinancialguys.com

**\$250
million**

2
28
20

Retirement planning, estate planning, small to mid-size business planning, investments, insurance, wealth management

Glenn Wiggle,
Michael Lomas, Jay Blanchard, Josh Heims, Jeff Buckle