

2012

Financial planning firms

Ranked by assets under WNY management

RANK/ PRIOR RANK		PHONE WEBSITE	ASSETS UNDER WNY MANAGEMENT	CFPS/ NON-CFPS/ BROKERS	% OF BUSINESS FEE-BASED/ % OF BUSINESS COMMISSIONS	WNY CEO/ YEAR FOUNDED IN WNY	
1	2	Morgan Stanley Smith Barney 50 Fountain Plaza Buffalo, NY 14202	849-4884 branches.smithbarney.com/buffalo	\$10.9 billion	7 49 56	78% 22%	Mary Ann Coulson mary.ann.coulson@mssb.com 1953
2	1	Merrill Lynch Key Tower Buffalo, NY 14202	849-2121 ml.com	\$9.3 billion	19 90 110	60% 40%	Martin Anderson, martin_g_anderson@ml.com Robb Walter, 1926
3	2	AXA Advisors 325 Essjay Road Williamsville, NY 14221	626-2507 buffalo.axa-advisors.com	\$6.8 billion	18 93 1	25% 75%	Lou Nucheren 1859
4	4	Mass Mutual Financial Group 300 Corporate Pkwy. Amherst, NY 14226	852-1321 thebuffaloagency.com	\$6.2 billion	8 79 475	5% 95%	Joseph DiLeo, jdileo@finsvcs.com James Ginnane, Ronald Moskala, Geoffrey McDermid, Bruce Supernault 1887
5	5	Key Investment Services 50 Fountain Plaza Buffalo, NY 14202	843-4491 keybank.com	\$4.2 billion	0 17 17	DND DND	Charles Aronica Karen Pusateri 1982
6	NR	Wells Fargo Advisors** 6700 Main St. Amherst, NY 14221	810-5000 wellsfargoadvisors.com	\$2.9 billion	15 35 51	60% 40%	Pete Noto Gary Kokin, gary.kokin@wellsfargoadvisors.com Jim Gendron 2009
7	6	Alliance Advisory Group Inc. 600 Delaware Ave. Buffalo, NY 14202	817-7109 allianceadvisorygroup.com	\$2.8 billion	5 30 675	1% 99%	Robert Fashano, robert_j_fashano@glic.com James Fashano 1979
8	7	UBS Financial Services Inc.* 3737 HSBC Center Buffalo, NY 14203	800-537-7398 ubs.com	\$2.5 billion	6 36 36	60% 40%	Jay Berube 1988
9	8	M&T Securities Inc. 285 Delaware Ave. Buffalo, NY 14202	635-9308 mandtbank.com	\$2 billion	24 17 43	DND DND	Christopher Randall, crandall@mtb.com 1856
10	9	Courier Capital Corp. 1114 Delaware Ave. Buffalo, NY 14209	883-9595 couriercapital.com	\$1.7 billion	2 0 0	100% —	Tom Hanlon, thanlon@couriercapital.com Bruce Kaz, bkaz@couriercapital.com Bill Gurney, bgurney@couriercapital.com 1967
10	10	RBC Wealth Management 6225 Sheridan Drive Williamsville, NY 14221	635-8400 rbcm.com	\$1.7 billion	1 DND 14	70% 30%	Christopher Shafer christopher.shafer@rbcc.com 2005
12	18	First Niagara Investment Services 726 Exchange St. Buffalo, NY 14210	625-7500 fnfg.com	\$1.5 billion	6 75 DND	25% 75%	Susan Convisar Robert Romeo 1985
13	11	Northwestern Mutual Financial Network 100 College Pkwy. Williamsville, NY 14221	626-4500 nmfn.com/buffalo	\$1 billion	4 26 24	54% 45%	Matthew Holleran, matthew.holleran@nmfn.com Adam Jack, adam.jack@nmfn.com 1890
14	NR	New England Financial 400 Essjay Road Williamsville, NY 14221	854-7000 nefupstateny.com	\$887.6 million	7 43 9	3% 97%	Samuel Terrazzino, sterrazzino@buffalo.nef.com George Bidjov 1844
15	12	Sgroi Financial LLC 965 Union Road West Seneca, NY 14224	674-6700 sgroifinancial.com	\$800 million	2 6 0	40% 60%	Patrick Sgroi pats@sgroifinancial.com 1971
16	14	Trubee, Collins & Co. Inc. 1350 One M&T Plaza Buffalo, NY 14203	849-1401 trubeeollins.com	\$750 million	1 0 15	20% 80%	William Pictor wpictor@trubeeollins.com 1941
17	15	First Aurora Financial Group 634 Main St. East Aurora, NY 14052	655-7600 firstaurorafinancialgroup.com	\$744 million	2 12 10	DND DND	Ronald Olson rolson@lasallest.com 1998
18	16	Arbor Capital Management 100 Corporate Pkwy. Amherst, NY 14226	446-9111 arborcapitalmgt.com	\$687.5 million	1 3 0	100% —	Gerald Cole Lawrence McGowan, ltmcgowan@arborcapitalmgt.com 1995
19	17	The Financial Guys 6631 Main St. Williamsville, NY 14221	633-1515 thefinancialguys.com	\$650 million	1 1 33	80% 20%	Michael Lomas, mlomas@nextfinancial.com Glenn Wiggle Jay Blanchard, jblanchard@nextfinancial.com 1999
20	19	Dopkins Wealth Management LLC 200 International Drive Williamsville, NY 14221	634-8800 dopkins.com	\$591.3 million	2 5 0	100% —	Thomas Emmerling 1999
21	20	Sanderson Wealth Management LLC 750 Key Tower Buffalo, NY 14202	566-2420 sandersonllc.com	\$550 million	7 9 0	DND DND	John Sanderson, jsanderson@sandersonllc.com 2001