

SPECIAL REPORTS

the top 100 starts on and profiles of Pfeiffer, three other advisors on this page. Rankings are based on asset management, quality of services, practices, and revenue generated for their firm. Performance is not an option, because many advisors have audited results. Clients have a wide variety of goals, from conservative to aggressive. But to build billion-dollar businesses, as each advisor has done, requires a strong long-term strategy. This list differs significantly from the one we published in February, which ranked the top 1,000 advisors in the country—a total of 1,000 in the new list, the result of win-



will outperform this. For more insights on top advisors operate to see ahead, read on.

Brian Pfeiffer
Morgan Stanley PWM
New York City
Barron's Rank: 1
Age: 42
Team Assets: \$4.8 billion
Typical Account: \$25 million

Brian Pfeiffer admits to being flummoxed by what he sees markets doing these days. "In the exception of the last few years, there has been a steady stream of redemptions from U.S. funds in favor of longer-term assets," he says. "It's hard to think that there's a good trade."



America's Top 100 Financial Advisors

BARRON'S RECOGNIZES THE COUNTRY'S LEADING ADVISORS: APRIL 18, 2011

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In addition, *Barron's* holds a conference to honor those named to this list. Adding an event to this issue creates more buzz and gives advertisers additional opportunities to associate themselves with these financial leaders.

\$4,025,000
average household net worth of a *Barron's* reader

\$3,194,000
average household investments

66.3%
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45.1%
hold top management title