



Monday, February 22, 2010

2010 Top Advisor Rankings: New Jersey

Ranked #1: Ira Walker, UBS Financial Services. Eight years ago, Ira Walker was one of the first advisors to move away from individual stocks and bonds and to buy mostly exchange-traded funds for his clients' portfolios. He likes the diversification, transparency and tax advantages that ETFs offer. That diversification was crucial last year, because it spared his clients - a roster of the rich and famous in New Jersey business, politics and sports - from taking deep hits in big losers like AIG, Lehman Brothers and Citigroup. To figure out how to position clients once the bottom was reached, Walker, 53, and his team of seven analyzed bear markets back to 1901. The bounceback has usually ranged from 35% to the nearly 67% of last year's run. So it was crucial to be invested. He's casting about for leadership now that tech stocks and emerging markets have deteriorated. He's also tending to client needs beyond investing, like estate and retirement planning. "If they need to charter a jet, we can do that, too." - BEATRICE GARCIA

Rank	09	Name	Firm	Location	CUSTOMERS								
					Individuals (Up to \$1mil)	High Net Worth (\$1-10 mil)	Ultra- High Net Worth (\$10 mil+)	Foundations	Endowments	Institutional	Total Assets (\$mil)	Typical Account (\$mil)	Typical Net Worth (\$mil)
1	N	Ira Walker	UBS Financial Services	Red Bank	■	■	■				5000	25+	100+
2	3	Bruce Pomerantz	Wells Fargo Advisors	Short Hills	■	■	■				1100	6.5	10
3	4	Mark Lippman	Wells Fargo Advisors	Linwood	■	■					650	1	2+
4	7	John Micera	RBC Wealth Management	Florham Park	■	■	■				600	1-3	3-10
5	5	Daniel Schwartz	Morgan Stanley Smith Barney	Ridgewood	■	■	■				1025	5-50	10-1,000
6	12	Nicholas A. Pascarella	Multi-Financial Securities	Denville	■	■	■				594	1	5.5
7	1	Mark Pollard	Merrill Lynch	Princeton	■	■	■				1506	3-7	10
8	9	Mary Deatherage	Morgan Stanley Smith Barney	Little Falls	■	■	■	■			1400	2-10	5-10
9	6	Patricia Bell	Merrill Lynch	Short Hills	■	■	■				536	2	5
10	N	Ed Moldaver	Morgan Stanley Smith Barney	Red Bank	■	■	■				535	1-5	5
11	8	Bruce Barth	Merrill Lynch	Newark	■	■	■	■	■		906	2	4
12	2	Christopher Cook	Merrill Lynch	Florham Park	■	■	■				1200	2-10	5+
13	29	L. Marc Shegoski	UBS Financial Services	Princeton	■	■	■	■		■	5300	20	50+
14	22	Michael Ricca	Morgan Stanley Smith Barney	Florham Park	■	■	■				1600	10	12
15	N	Adam Gurien	Wells Fargo Advisors	Short Hills	■	■					485	1-5	1-5
16	23	David Weierman	Morgan Stanley Smith Barney	Florham Park	■	■	■				1600	10	12
17	13	Mark Cortazzo	MACRO Consulting Group	Parsippany	■	■	■				435	2.2	5
18	17	Arthur Martin	UBS Financial Services	Princeton	■	■	■	■	■	■	526	1.5	4
19	N	Greg Chimenti	Merrill Lynch	Glen Rock	■	■	■	■		■	727	1.2	2.3

20	N	Jack Burke	Merrill Lynch	Florham Park	▪	▪	▪	1660	2	5
21	N	Elliott Kugel	Merrill Lynch	Bridgewater	▪	▪		600	0.75	1.2
22	N	Chuck Malamut	Merrill Lynch	Egg Harbor Township	▪	▪	▪	760	2	5
23	40	William Munn	Ameriprise Financial	Paramus	▪	▪		300	0.45	1.25
24	N	Mark Tobias	Morgan Stanley Smith Barney	New Brunswick	▪	▪	▪	375	1	3
25	N	Stan Alpert	Morgan Stanley Smith Barney	Short Hills	▪	▪	▪	600	3	5-10
26	N	Robert Finan	Merrill Lynch	Red Bank	▪	▪	▪	400	1-2	5
27	10	Edward McNamee	Morgan Stanley Smith Barney	Shrewsbury	▪	▪	▪	1098	1-3	1-5
28	N	Howard Lippman	Merrill Lynch	Fort Lee	▪	▪	▪	530	2.5	5
29	25	Andrew Liss	Merrill Lynch	Newark	▪	▪	▪	520	2	4
30	N	Arthur Cahill	Morgan Stanley Smith Barney	Red Bank	▪	▪	▪	363	1	5
31	N	James Gilbert	Merrill Lynch	Florham Park	▪	▪	▪	1200	5	10
32	27	Roy Williams	Prestige Wealth Management Group	Pennington	▪	▪	▪	485	1.5	2.5
33	24	David Finkel	Merrill Lynch	Egg Harbor Township	▪	▪	▪	426	1-10	2-10
34	15	James Maltese	Merrill Lynch	Edison	▪	▪	▪	759	1	3-5
35	28	Jeffrey Alecci	Morgan Stanley Smith Barney	Paramus	▪	▪	▪	300	1	10
36	N	David Napolitano	Morgan Stanley Smith Barney	Paramus		▪	▪	955	1-5	10
37	39	Walt Schwenk	Wells Fargo Advisors	Marlton	▪	▪	▪	420	1+	1-20
38	N	Gary Tantleff	UBS Financial Services	Bedminster			▪	1300	45	10
39	21	Tim Donnelly	UBS Financial Services	Red Bank	▪	▪	▪	340	0.5-3	1-5
40	31	Stephen Braun	Morgan Stanley Smith Barney	Red Bank	▪	▪	▪	300	1-3	10