



Friday, July 22, 2011

2011 Top Advisor Rankings: New Jersey

Ranked #1: Ira Walker was an early adapter of exchange-traded funds for financial plans. His move into ETFs back in 2002 was prescient, as these instruments have grown in popularity. He says his 100 clients survived the financial crisis better than most. Last year, he says they enjoyed an average 16.5% return, beating the Standard & Poor's 500-stock Index by 1.5 percentage points. Walker, 54, offers five different ETF-based investment models from conservative to aggressive to suit clients' preferences. Today, his big positions include technology (PowerShares QQQ) and retail (SPDR S&P Retail). Overall, he's bullish on the next 12 months, saying, "We're in a midterm election cycle, a time when markets usually go higher." He expects a 10% to 20% run-up in stocks from last November's election to the end of 2011. And his clients are more bullish, with many moving from his conservative investment models to his more aggressive ones. -Michael Sisk

Rank	10	Name	Firm	Location	CUSTOMERS			Total Assets (\$mil)	Typical Account (\$mil)	Typical Net Worth (\$mil)
					Individuals (Up to \$1mil)	High Net Worth (\$1-10 mil)	Ultra-High Net Worth (\$10 mil+)			
1	1	Ira Walker	UBS Financial Services	Red Bank	▪	▪	▪	9000	25	100
2	N	John Rasweller	Morgan Stanley Smith Barney	Morristown		▪		4165	2	7+
3	13	L. Marc Shegoski	UBS Financial Services	Princeton		▪	▪	5500	15	65
4	2	Bruce Pomerantz	Wells Fargo Advisors	Short Hills	▪	▪	▪	1175	2.5	3
5	10	Ed Moldaver	Morgan Stanley Smith Barney	Red Bank	▪	▪	▪	900	4	10
6	5	Daniel Schwartz	Morgan Stanley Smith Barney	Ridgewood	▪	▪		1021	10	15
7	4	John Micera	RBC Wealth Mgmt	Florham Park	▪	▪	▪	700	3.5	10
8	8	Mary Deatherage	Morgan Stanley Smith Barney	Little Falls	▪	▪	▪	1550	5	10
9	3	Mark Lippman	Wells Fargo Advisors	Linwood	▪	▪	▪	800	2.5	4
10	12	Christopher Cook	Merrill Lynch	Florham Park	▪	▪	▪	1700	4	10
11	17	Mark Cortazzo	MACRO Consulting Group	Parsippany	▪	▪	▪	513	1.6	6.5
12	9	Patricia Bell	Merrill Lynch	Short Hills	▪	▪	▪	561	2	5
13	11	Bruce Barth	Merrill Lynch	Newark	▪	▪	▪	1100	2	4
14	15	Adam Gurien	Wells Fargo Advisors	Short Hills	▪	▪	▪	605	3	6
15	16	David Weirnerman	Morgan Stanley Smith Barney	Florham Park	▪	▪	▪	1600	10	15
16	14	Michael Ricca	Morgan Stanley Smith Barney	Florham Park	▪	▪	▪	1600	10	15
17	N	James Barry	Merrill Lynch	Princeton	▪	▪	▪	1773	4	8
18	7	Mark Pollard	Merrill Lynch	Princeton	▪	▪	▪	1494	5	8
19	6	Nicholas A. Pascarella	Multi-Financial Securities Corporation	Denville	▪	▪		654	0.75	0.85

20	N	Neil McPeak	Wells Fargo Advisors	Linwood	▪	▪	▪	550	1.5	5
21	N	Christopher Housen	Housen Financial Group	Manasquan	▪	▪	▪	475	1.25	3.5
22	N	Harris Nydick	CFS Investment Advisory Services	Totowa	▪	▪	▪	700	2	5
23	N	Todd Ellentuck	Morgan Stanley Smith Barney	Morristown	▪	▪	▪	391	3	10
24	N	Bruce Gsell	Merrill Lynch	Edison	▪	▪	▪	3765	3	10
25	32	Roy Williams	Prestige Wealth Mgmt (LPL)	Flemington	▪	▪	▪	562	1.5	2.5
26	20	Jack Burke	Merrill Lynch	Florham Park	▪	▪	▪	1670	5	10
27	22	Chuck Malamut	Merrill Lynch	Egg Harbor Township	▪	▪	▪	865	2.5	5
28	34	James Maltese	Merrill Lynch	Edison	▪	▪	▪	834	2	5
29	21	Elliott Kugel	Merrill Lynch	Bridgewater	▪	▪	▪	675	1.2	2
30	N	Richard Udine	Morgan Stanley Smith Barney	Mt. Laurel	▪	▪	▪	510	2.5	4
31	24	Mark Tobias	Morgan Stanley Smith Barney	New Brunswick	▪	▪	▪	440	2	8
32	31	James Gilbert	Merrill Lynch	Florham Park	▪	▪	▪	1700	4	10
33	27	Edward McNamee	Morgan Stanley Smith Barney	Shrewsbury	▪	▪	▪	950	1.9	2.9
34	N	Mark Fendrick	UBS Financial Services	Mt. Laurel	▪	▪	▪	410	2	3
35	N	Jack Riley	Morgan Stanley Smith Barney	Morristown	▪	▪	▪	935	1	5
36	33	David Finkel	Merrill Lynch	Egg Harbor Township	▪	▪	▪	431	2.5	4
37	26	Robert Finan	Merrill Lynch	Red Bank	▪	▪	▪	416	1	5
38	N	Christine McGinley	UBS Financial Services	Mt. Laurel	▪	▪	▪	445	2	5
39	29	Andrew Liss	Merrill Lynch	Newark	▪	▪	▪	565	2.5	3.5
40	19	Greg Chimenti	Merrill Lynch	Glen Rock	▪	▪	▪	895	1.5	2.5