

# 2021 AWARD WINNER

## Congratulations!

Hello,

We are pleased to announce Five Star award winner Lou Melone's appearance in Fortune magazine in a special section for June/July 2021. Lou was named a Five Star award winner in 2021. By earning this honor, Lou has shown an outstanding commitment to clients. Please look for Lou in Fortune magazine, and offer your congratulations on this recognition.

The Five Star Wealth Manager award is based on objective research criteria. Five Star Professional's research team evaluates candidates from across major markets annually on ten criteria associated with outstanding service. Each of our award winners has shown a commitment to clients, strong industry credentials and has been evaluated on the quality of his or her practice. Lou Melone has met these criteria and has been honored with the 2021 Five Star Wealth Manager award.

Sincerely,



**Jonathan Wesser** | VP, Operations  
Five Star Professional  
[www.fivestarpromotional.com](http://www.fivestarpromotional.com)

### **Lou Melone** **Managing Partner**

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The Five Star Wealth Manager award, administered by Crescendo Business Services, LLC (dba Five Star Professional), is based on 10 objective criteria. Eligibility criteria – required: 1. Credentialed as a registered investment adviser or a registered investment adviser representative; 2. Actively licensed as a registered investment adviser or as a principal of a registered investment adviser firm for a minimum of 5 years; 3. Favorable regulatory and complaint history review (As defined by Five Star Professional, the wealth manager has not: A. Been subject to a regulatory action that resulted in a license being suspended or revoked, or payment of a fine; B. Had more than a total of three settled or pending complaints filed against them and/or a total of five settled, pending, dismissed or denied complaints with any regulatory authority or Five Star Professional's consumer complaint process. Unfavorable feedback may have been discovered through a check of complaints registered with a regulatory authority or complaints registered through Five Star Professional's consumer complaint process; feedback may not be representative of any one client's experience; C. Individually contributed to a financial settlement of a customer complaint; D. Filed for personal bankruptcy within the past 11 years; E. Been terminated from a financial services firm within the past 11 years; F. Been convicted of a felony); 4. Fulfilled their firm review based on internal standards; 5. Accepting new clients. Evaluation criteria – considered: 6. One-year client retention rate; 7. Five-year client retention rate; 8. Non-institutional discretionary and/or non-discretionary client assets administered; 9. Number of client households served; 10. Education and professional designations. Wealth managers do not pay a fee to be considered or placed on the final list of Five Star Wealth Managers. Award does not evaluate quality of services provided to clients. Once awarded, wealth managers may purchase additional profile ad space or promotional products. The Five Star award is not indicative of the wealth manager's future performance. Wealth managers may or may not use discretion in their practice and therefore may not manage their client's assets. The inclusion of a wealth manager on the Five Star Wealth Manager list should not be construed as an endorsement of the wealth manager by Five Star Professional or this publication. Working with a Five Star Wealth Manager or any wealth manager is no guarantee as to future investment success, nor is there any guarantee that the selected wealth managers will be awarded this accomplishment by Five Star Professional in the future. For more information on the Five Star award and the research/selection methodology, go to [fivestarpromotional.com](http://fivestarpromotional.com). 3,260 Detroit-area wealth managers were considered for the award; 274 (8% of candidates) were named 2021 Five Star Wealth Managers. 2020: 3,105 considered, 284 winners; 2019: 2,987 considered, 347 winners; 2018: 3,069 considered, 322 winners; 2017: 1,836 considered, 356 winners; 2016: 1,961 considered, 630 winners; 2015: 2,238 considered, 627 winners; 2014: 3,448 considered, 658 winners; 2013: 2,762 considered, 749 winners; 2012: 2,658 considered, 745 winners.