

**BEST
ADVICE**

Deborah Danielson, *Barron's* sixth-ranked advisor in Nevada, has a thick passport and an open mind when it comes to investing.

A Well-Traveled Advisor

by Steve Garmhausen

(The following has been excerpted.)

Deborah Danielson will soon visit Uganda and Rwanda, bringing to 88 the number of foreign countries in which she has stepped foot. "I've always said, you can't have a narrow mind if you have a thick passport," she says.

Danielson, 62, certainly has an open mind when it comes to investing. She's currently embracing outside-the-box plays such as structured notes and emerging market debt.

Over a nearly 36-year career, the Las Vegas native's approach has helped her build a \$521 million practice. With her team of 11 Danielson serves 270 households, and she is *Barron's* sixth-ranked advisor in Nevada.

Danielson dreamed from an early age of being a financial advisor, but her enthusiasm at first outstripped her knowledge of how the industry works. Back in 1981, she was halfway through the Certified Financial Planner training program, only to discover she couldn't sit for the securities exam without being sponsored by a broker-dealer.

As it happens, she met Robert Ritzman, the founder of broker-dealer Private Ledger, at a conference shortly thereafter. "He was so taken with my

combination of ambition and naiveté that he sponsored me," she says.

Within a few years, she had her securities license and set up a solo office. "I have not looked back since," she says.

DANIELSON WAS THE FIRST WOMAN

in Nevada to be certified as a financial planner, and she remembers many in the male-dominated industry dismissing her at first—a poor judgment in retrospect.

Her career started at Ritzman's Private Ledger, which in 1989 would merge with another small brokerage to create LPL Financial, now the largest independent broker-dealer in the country. She has been with the firm her entire career.

An outside-the-box investment that's working for Danielson and her clients is emerging market debt. Very simply, at a time when clients need income, such debt is paying more interest than comparable U.S. debt.



Jacob Kepler for Barron's

WORLDLY Danielson has visited 86 foreign countries. Next up are Uganda and Rwanda.

The Strategy

Location: Las Vegas
Clients: 270 households
Typical Account: \$2 million

Two outside-the-box investments that Danielson favors now are two-year structured notes and emerging market debt.



(over please)

When it comes to U.S. bonds, the market is so tough that Danielson is sticking with active managers who can spot the jewels in the rough.

MORE CONVENTIONALLY, the advisor sees opportunity in infrastructure companies, which continue to benefit

from the global economic recovery.

When not at work, Danielson can often be found doing work of another sort: She has made wine for seven years—winning a number of local and national medals for her efforts. She is pursuing a Masters of Wine designation from the Wine & Spirit Edu-

cation Trust, and boasts a 3,000-bottle collection.

But right now, she's focused on Africa, where she's part of a group that will visit gorillas in their natural habitat. "We have to first take a class in gorilla etiquette," she says. "I don't want this to be my last interview." ■

Deborah is a Financial Advisor with LPL Financial. Securities and advisory services are offered through LPL Financial, a registered investment advisor, Member FINRA/SIPC.

LPL is the largest independent broker/dealer in the country based on total revenue, as reported in Financial Planning magazine, June 1996-2017. Deborah was the sixth ranked advisor in Nevada based on factors including assets under management, revenue produced for the firm, regulatory record, quality of practice and philanthropic work. Deborah's practice size, as cited in the article, includes all customer assets considered in providing investment advice and making investment recommendations. Of the total amount as of June 2017, \$388 million constitute advisory, brokerage, and retirement plan assets serviced by Deborah through LPL Financial. Content in this material is for general information only and not intended to provide specific advice or recommendations for any individual. Strategies discussed may not be suitable for all investors. International investing involves special risks such as currency fluctuation and political instability and may not be suitable for all investors. These risks are often heightened for investments in emerging markets.