

# FIVE STAR WEALTH MANAGER

## Adam Soloff

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FOUR-YEAR WINNER

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Serving select clientele, Soloff Wealth is a comprehensive financial services practice assisting clients to address their most critical goals. Adam is professionally qualified to oversee complex financial plans from an educated, independent, unbiased perspective. Adam would like to thank the clients of Soloff Wealth for their continued trust and confidence.

Securities and Financial Planning through LPL Financial;  
member FINRA/SIPC.

Award winner seen in

**P**  
**Philadelphia**  
MAGAZINE

**FIVE STAR**  
PROFESSIONAL

Wealth managers do not pay a fee to be considered or placed on the final list of Five Star Wealth Managers. Once awarded, wealth managers may opt to purchase additional profile ad space or related award promotional products (including this item). The award methodology does not evaluate the quality of services provided.

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. Active as a credentialed professional in the financial services industry 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 customer complaints filed against them [settled or pending] 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 filed with a regulatory authority; D. Filed for personal bankruptcy; E. 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 [fivestarprofessional.com](http://fivestarprofessional.com). 2,677 Philadelphia wealth managers were considered for the award; 557 (25 percent of candidates) were named 2016 Five Star Wealth Managers.





# Announcing Philadelphia's 2016 Five Star Wealth Managers

These days, it takes a village to manage one's financial world. Whether it is managing your assets with a wealth manager, navigating the ever-changing landscape of tax law, sorting out your estate and succession planning or picking the right life insurance, finding the right team that suits your needs can be a daunting task. In fact, many consumers have a hard time figuring out where to even begin.

Sometimes, a few simple questions can set one off on the right path. Asking a professional what makes working with him or her a unique experience can help you understand how they work and if their style meshes with your own. Further, asking them to talk about any specialties they might have can help uncover skills you might find useful.

This is a great place to start! Five Star Professional has partnered with *Philadelphia* magazine to help consumers like you find outstanding wealth managers and investment professionals in their area. Each award candidate undergoes a thorough research process (detailed below) before being considered for the final list of award winners.

## Five Star Wealth Manager Criteria

The 2016 Five Star Wealth Manager award is presented to wealth managers who satisfy 10 objective eligibility and evaluation criteria associated with outstanding work.

### Eligibility Criteria – Required

1. Credentialed as an investment advisory representative or a registered investment advisor.
2. Actively employed as a credentialed professional in the financial services industry for a minimum of five years.
3. Favorable regulatory and complaint history review.
4. Fulfilled their firm review based on internal firm 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.

2,677 award candidates in the Philadelphia area were considered for the Five Star Wealth Manager award. 557 (approximately 25 percent of the award candidates) were named 2016 Five Star Wealth Managers.

In order to consider a broad population of high-quality wealth managers and investment professionals, award candidates are identified by one of three sources: firm nomination, peer nomination or prequalification based on industry standing. Self-nominations are not accepted. Philadelphia award candidates were identified using internal and external research data. Candidates do not pay a fee to be considered or placed on the final lists of Five Star Wealth Managers or Five Star Investment Professionals.

Although this list is a useful tool for anyone looking for help in managing their financial world or implementing aspects of their financial strategies, it should not be considered exhaustive. Undoubtedly, there are many excellent professionals who, for one reason or another, are not on this year's lists.

- The Five Star award is not indicative of a professional's future performance.
- Wealth managers may or may not use discretion in their practice and therefore may not manage their clients' assets.
- The inclusion of a professional on the Five Star Wealth Manager list or the Five Star Investment Professional list should not be construed as an endorsement of the professional by Five Star Professional or *Philadelphia* magazine.
- Working with a Five Star Wealth Manager, Five Star Investment Professional or any professional is no guarantee as to future investment success, nor is there any guarantee that the selected professionals will be awarded this accomplishment by Five Star Professional in the future.
- Five Star Professional is not an advisory firm, and the content of this article should not be considered financial advice. For more information on the Five Star Wealth Manager or Five Star Investment Professional award programs, research and selection criteria, go to [www.fivestarprofessional.com/research](http://www.fivestarprofessional.com/research).

