

# SAN DIEGO BUSINESS JOURNAL

Vol. 39, No. 10

THE COMMUNITY OF BUSINESS™

March 5-11, 2018 • \$3.00

SPECIAL REPORT: WEALTH MANAGEMENT

## Wealth Management Firms

Ranked by assets managed in San Diego County for fiscal year 2017

Researched by Gina Bertuzzi

SDBJ  
THE LIST

| Rank<br>(last year) | Company<br>Address<br>Website Phone   | Logo | Total assets<br>managed:<br>2017<br>2016<br>% + (-) | Services              |                       |                     |                    |                               |       |                            | Compensation |             |           |  | # of local<br>portfolio<br>managers<br>or<br>investment<br>advisers | Local exec.<br>CIO<br>Year est. locally         |
|---------------------|---|------|---|-----------------------|-----------------------|---------------------|--------------------|-------------------------------|-------|----------------------------|--------------|-------------|-----------|--|---|---|
|                     |   |      |   | Financial<br>planning | Brokerage<br>services | Asset<br>management | Estate<br>planning | Life insurance/<br>risk mgmt. | Other | % of assets<br>under mgmt. | Hourly       | Commissions | Fixed fee | Performance-based fees                   |   |   |
| 1<br>(1)            | <b>Brandes Investment Partners L.P.</b><br>11988 El Camino Real, Suite 600, San Diego 92130<br>www.brandes.com 858-755-0239             |      | \$31,204.0<br>\$29,794.0<br>5                       | N                     | N                     | Y                   | N                  | N                             | N     | Y                          | N            | N           | N         | \$100,000 <sup>(1)</sup><br>\$10,000,000 | 17  | Brent Woods<br>Kenneth Little<br>1974           |
| 2<br>(2)            | <b>Morgan Stanley</b><br>101 W. Broadway, Suite 1800, San Diego 92101<br>www.morganstanley.com 800-473-1331                             |      | \$27,030.0<br>\$26,300.0<br>3                       | Y                     | Y                     | Y                   | Y                  | Y                             | N     | Y                          | N            | Y           | Y         | wnd<br>wnd                               | 225   | VR Raman<br>wnd                                 |
| 3<br>(4)            | <b>UBS Financial Services Inc.</b><br>1200 Prospect St., Suite 500, La Jolla 92037<br>www.ubs.com 858-454-9181                          |      | \$14,640.0<br>\$13,400.0<br>9                       | Y                     | Y                     | Y                   | Y                  | Y                             | Y     | Y                          | N            | Y           | Y         | \$1,000,000<br>wnd                       | 99  | Chris Marsh<br>Michael Ryan<br>2001             |
| 4<br>(3)            | <b>Chandler Asset Management Inc.</b><br>6255 Lusk Blvd., San Diego 92121<br>www.chandlerasset.com 800-317-4747                         |      | \$13,697.8<br>\$12,882.0<br>6                       | N                     | N                     | Y                   | N                  | N                             | N     | Y                          | N            | N           | N         | \$250,000<br>\$10,000,000                | 11  | Kay Chandler<br>Martin Cassell<br>1988          |
| 5<br>(7)            | <b>Northern Trust</b><br>4370 La Jolla Village Drive, Suite 1000, San Diego 92122<br>www.northerntrust.com 858-824-1200                 |      | \$4,025.0<br>\$3,270.0<br>23                        | Y                     | Y                     | Y                   | Y                  | Y                             | Y     | Y                          | N            | N           | Y         | \$5,000,000<br>\$20,000,000              | 6   | John Ippolito<br>Robert Browne<br>1989          |
| 6<br>(6)            | <b>Dowling &amp; Yahnke</b><br>12340 El Camino Real, Suite 450, San Diego 92130<br>www.dywealth.com 858-509-9500                        |      | \$3,957.7<br>\$3,414.0<br>16                        | N                     | N                     | Y                   | N                  | N                             | N     | Y                          | N            | N           | N         | \$1,000,000<br>\$2,000,000               | 12  | Dale E. Yahnke<br>William G. Beamer<br>1991     |
| 7<br>(8)            | <b>Ameriprise Financial Services Inc.</b><br>8910 University Center Lane, Suite 200, San Diego 92122<br>www.ameriprise.com 858-535-1331 |      | \$3,300.0<br>\$2,700.0<br>22                        | Y                     | Y                     | Y                   | Y                  | Y                             | Y     | Y                          | N            | Y           | Y         | \$0<br>\$0                               | 100   | Joseph DeFalco<br>1962                          |
| 8<br>(9)            | <b>Pure Financial Advisors Inc.</b><br>3131 Camino del Rio N., Suite 1550, San Diego 92108<br>www.purefinancial.com 619-814-4100        |      | \$2,039.7<br>\$1,321.9<br>54                        | Y                     | N                     | Y                   | N                  | N                             | N     | Y                          | N            | N           | Y         | \$0<br>\$0                               | 26  | Alan Clopine<br>Michael Fenison<br>2007         |
| 9<br>(12)           | <b>HoyleCohen LLC</b><br>9350 Waxie Way, Suite 500, San Diego 92123<br>www.hoylecohen.com 858-576-7300                                  |      | \$1,837.0<br>\$911.8<br>101                         | N                     | N                     | Y                   | N                  | N                             | N     | Y                          | N            | N           | Y         | \$500,000<br>\$500,000                   | 13  | Mark Delfino<br>Vanessa Wieliczko<br>2001       |
| 10<br>(NR)          | <b>Lucia Wealth Services LLC</b><br>13520 Evening Creek Drive N., Suite 300, San Diego 92128<br>www.luciacap.com 800-644-1150           |      | \$1,368.9<br>\$497.2<br>175                         | N                     | N                     | Y                   | N                  | N                             | Y     | Y                          | Y            | N           | Y         | \$135,000<br>\$0                         | 15  | Raymond Lucia Jr.<br>Joseph Lucia<br>2010       |
| 11<br>(10)          | <b>Reilly Financial Advisors</b><br>7777 Alvarado Road, Suite 116, La Mesa 91942<br>www.rfawealth.com 619-698-0794                      |      | \$1,137.1<br>\$1,023.6<br>11                        | Y                     | N                     | Y                   | N                  | N                             | N     | Y                          | N            | N           | N         | \$350,000<br>wnd                         | 20  | Frank Reilly<br>David Cariani<br>1999           |
| 12<br>(NR)          | <b>HighTower San Diego</b><br>12760 High Bluff Drive, Suite 110, San Diego 92130<br>www.hightowersandiego.com 858-356-6340              |      | \$1,063.7<br>\$824.0<br>29                          | Y                     | Y                     | Y                   | Y                  | Y                             | Y     | Y                          | N            | N           | N         | \$5,000,000<br>\$10,000,000              | 3   | Drew Nordlicht<br>David Molnar<br>2012          |
| 13<br>(NR)          | <b>U.S. Bank</b><br>4747 Executive Drive, Third Floor, San Diego 92121<br>www.usbank.com 858.334.0750                                   |      | \$987.0<br>\$776.0<br>27                            | Y                     | N                     | Y                   | N                  | N                             | N     | Y                          | N            | N           | N         | \$3,000,000<br>\$0                       | 11  | Andy Cecere<br>Eric Freedman<br>1999            |
| 14<br>(14)          | <b>Northwestern Mutual</b><br>600 W. Broadway, Suite 600, San Diego 92101<br>www.sandiego.nm.com 619-234-3111                           |      | \$852.1<br>\$837.0<br>2                             | Y                     | Y                     | Y                   | N                  | N                             | Y     | Y                          | N            | N           | Y         | \$50,000<br>\$50,000                     | 16  | Garrett Bleakley<br>Jefferson DeAngelis<br>1952 |
| 15<br>(NR)          | <b>BNY Mellon</b><br>12265 El Camino Real, Suite 170, Del Mar 92031<br>www.bnymellonwealthmanagement.com 858-350-3333                   |      | \$775.0<br>\$505.0<br>53                            | Y                     | N                     | Y                   | Y                  | Y                             | Y     | Y                          | N            | N           | N         | \$2,000,000<br>\$2,000,000               | 6   | Paul Thiel<br>2013                              |
| 16<br>(16)          | <b>Weatherly Asset Management</b><br>832 Camino del Mar, Suite 4, Del Mar 92014<br>www.weatherlyassetmgt.com 858-259-4507               |      | \$734.7<br>\$586.2<br>25                            | Y                     | N                     | Y                   | Y                  | Y                             | N     | Y                          | N            | N           | Y         | \$1,000,000<br>\$1,000,000               | 5   | Carolyn Taylor<br>Carolyn Taylor<br>1994        |
| 17<br>(17)          | <b>Aspiriant<sup>(2)</sup></b><br>201 Lomas Santa Fe Drive, Suite 360, Solana Beach 92075<br>www.aspiriant.com 858-755-8899             |      | \$600.4<br>\$553.2<br>9                             | Y                     | N                     | Y                   | Y                  | Y                             | Y     | Y                          | Y            | N           | Y         | \$1,500,000<br>wnd                       | 9   | Neil Hokanson<br>John Allen<br>1987             |

wnd Would not disclose

(NR) Not ranked

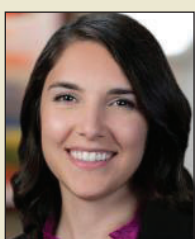
Sources: The firms and CPA/CFO-attested statements.

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companies have declined to participate or did not return a survey by press time. It is not the intent of this list to endorse the participants or to imply a firm's size or numerical rank indicates its quality.

(1) Through approved programs.

(2) Hokanson Associates has merged with Aspiriant.



CAITLIN  
ARCINIEGA  
Dowling & Yahnke



KAY CHANDLER  
Chandler Asset  
Management Inc.



JOSEPH DEFALCO  
Ameriprise Financial  
Services Inc.



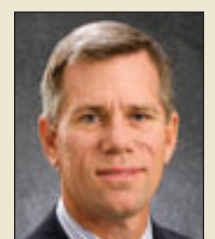
JOHN IPPOLITO  
Northern  
Trust



VR RAMAN  
Morgan  
Stanley



MICHAEL RYAN  
UBS Financial  
Services Inc.



BRENT WOODS  
Brandes Investment  
Partners L.P.

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Researched by Gina Bertuzzi



| Rank<br>(last year) | Company<br>Address<br>Website Phone   | Logo | Total assets managed:<br>2017<br>2016<br>% + (-) | Services           |                    |                  |                 |                           |       |                         | Compensation |             |           | # of local portfolio managers or investment advisers | Local exec. CIO<br>Year est. locally |                        |  |
|---------------------|---|------|--|--------------------|--------------------|------------------|-----------------|---------------------------|-------|-------------------------|--------------|-------------|-----------|--|--------------------------------------|------------------------|--|
|                     |   |      |  | Financial planning | Brokerage services | Asset management | Estate planning | Life insurance/risk mgmt. | Other | % of assets under mgmt. | Hourly       | Commissions | Fixed fee |  |                                      | Performance-based fees |  |
| 18<br>(18)          | <b>Blankinship &amp; Foster LLC</b><br>420 Stevens Ave., Suite 250, Solana Beach 92075<br>www.bfadvisors.com 858-755-5166                 |      | \$528.5<br>\$470.0<br>12                         | Y                  | N                  | Y                | N               | N                         | N     | Y                       | N            | N           | Y         | N  | \$1,000,000<br>\$1,000,000           | 7                      | Stefan Prvanov<br>Mengxi (Monica) Ma<br>1974       |
| 19<br>(19)          | <b>Donnelly Wealth Advisors</b><br>5151 Shoreham Place, Suite 270, San Diego 92122<br>www.dwa-sd.com 858-622-9009                         |      | \$405.0<br>\$337.4<br>20                         | Y                  | N                  | Y                | N               | N                         | Y     | Y                       | N            | N           | Y         | N  | \$500,000<br>\$1,000,000             | 5                      | Richard Donnelly<br>2000                           |
| 20<br>(NR)          | <b>Rowling &amp; Associates</b><br>8889 Rio San Diego Drive, Suite 202, San Diego 92108<br>www.rowling.com 619-295-0200                   |      | \$327.0<br>\$261.2<br>25                         | Y                  | N                  | Y                | N               | N                         | Y     | Y                       | N            | N           | Y         | N  | \$0<br>\$0                           | 3                      | Sheryl Rowling<br>Sheryl Rowling<br>1987           |
| 21<br>(22)          | <b>Wealth Quest Partners Inc.</b><br>9915 Mira Mesa Blvd., Suite 140, San Diego 92131<br>www.wqpartners.com 858-433-7002                  |      | \$278.6<br>\$229.8<br>21                         | Y                  | N                  | Y                | N               | N                         | N     | Y                       | Y            | N           | Y         | N  | \$500,000<br>wnd                     | 4                      | Jeanni Harrison<br>Jeff Platt<br>2014              |
| 22<br>(21)          | <b>American Money Management</b><br>P.O. Box 675203, Rancho Santa Fe 92067<br>www.amminvest.com 858-755-0909                              |      | \$265.0<br>\$230.0<br>15                         | Y                  | N                  | Y                | Y               | N                         | Y     | Y                       | N            | N           | N         | Y  | \$100,000<br>\$100,000               | 7                      | Gabriel Wisdom<br>Michael Moore<br>1999            |
| 23<br>(NR)          | <b>Labrum Wealth Management</b><br>6128 Innovation Way, Carlsbad 92009<br>www.labrumwealth.com 760-707-5555                               |      | \$264.0<br>wnd<br>wnd                            | Y                  | Y                  | Y                | Y               | Y                         | Y     | Y                       | N            | N           | Y         | Y  | wnd<br>wnd                           | 11                     | Jason Labrum<br>Alex Klingensmith<br>2009          |
| 24<br>(30)          | <b>Aldrich Wealth LP</b><br>5946 Priestly Drive, Suite 200, Carlsbad 92008<br>www.wealthadvisors.com 760-431-8440                         |      | \$235.6<br>\$202.3<br>16                         | Y                  | N                  | Y                | N               | N                         | Y     | Y                       | Y            | N           | Y         | N  | \$50,000<br>\$1,000,000              | 4                      | Carl Pinkard<br>Darin Richards<br>2000             |
| 25<br>(28)          | <b>Beta Wealth Group</b><br>16870 W. Bernardo Drive, Suite 170, San Diego 92127<br>www.betawealthgroup.com 858-207-3377                   |      | \$230.0<br>\$206.0<br>12                         | Y                  | Y                  | Y                | Y               | Y                         | N     | Y                       | Y            | N           | Y         | N  | \$0<br>\$0                           | 2                      | Jodi Vleck<br>Giri Krishnan<br>2009                |
| 26<br>(26)          | <b>Superior Planning Inc.</b><br>4275 Executive Square, Suite 990, La Jolla 92037<br>www.superplan.com 858-546-1046                       |      | \$226.5<br>\$211.1<br>7                          | Y                  | Y                  | Y                | Y               | Y                         | Y     | Y                       | N            | Y           | Y         | N  | \$6,300,000<br>\$0                   | 2                      | James Thomas, Jr.<br>Kelly Nilsson<br>1987         |
| 27<br>(31)          | <b>Neosho Capital LLC</b><br>4250 Executive Square, Suite 545, La Jolla 92037<br>www.neoshocapital.com 858-657-9040                       |      | \$183.5<br>\$175.5<br>5                          | N                  | N                  | Y                | N               | N                         | N     | Y                       | N            | N           | N         | N  | \$500,000<br>\$500,000               | 4                      | Christopher Richey<br>Alphonse Chan<br>2004        |
| 28<br>(34)          | <b>Petix &amp; Botte Financial</b><br>7777 Alvarado Road, Suite 320, La Mesa 91942<br>www.petixbotte.com 619-698-6500                     |      | \$174.0<br>\$140.0<br>24                         | Y                  | N                  | Y                | Y               | N                         | N     | Y                       | Y            | Y           | N         | N  | \$100,000<br>\$100,000               | 3                      | Vickie Petix<br>Paul Botte<br>1984                 |
| 29<br>(33)          | <b>ICM Private Client Group Inc.</b><br>5780 Fleet St., Suite 170, Carlsbad 92008<br>www.icmpcg.com 760-804-9696                          |      | \$163.0<br>\$144.0<br>13                         | Y                  | Y                  | Y                | Y               | Y                         | N     | Y                       | Y            | N           | Y         | N  | \$250,000<br>\$1,000,000             | 8                      | Bryan Sonderby<br>Steve Rubinstein<br>1996         |
| 30<br>(35)          | <b>Pacific Wealth Management LLC</b><br>11512 El Camino Real, Suite 350, San Diego 92130<br>www.pacwealth.com 858-509-9797                |      | \$130.0<br>\$129.0<br>1                          | Y                  | N                  | Y                | N               | N                         | N     | Y                       | Y            | N           | Y         | N  | \$500,000<br>\$1,000,000             | 5                      | Mark Hill<br>James Kuntz<br>2001                   |
| 31<br>(36)          | <b>Messner &amp; Smith</b><br>530 B St., Suite 300, San Diego 92101<br>www.messnersmith.com 619-239-9049                                  |      | \$105.9<br>\$102.2<br>4                          | N                  | N                  | Y                | N               | N                         | N     | Y                       | N            | N           | N         | N  | \$1,000<br>\$2,000                   | 3                      | Ellis Smith<br>Ellis Smith<br>1984                 |
| 32<br>(37)          | <b>D'Arcy Capital Management</b><br>12625 High Bluff Drive, San Diego 92130<br>www.darcycapital.com 858-461-4391                          |      | \$104.0<br>\$94.8<br>10                          | N                  | N                  | Y                | N               | N                         | N     | Y                       | N            | N           | N         | N  | \$500,000<br>\$1,000,000             | 2                      | Krysta Cordill<br>Brett D'Arcy<br>2011             |
| 33<br>(NR)          | <b>Copley Financial Group Inc.</b><br>2650 Camino Del Rio N., Suite 350, San Diego 92108<br>www.financialplannersandiego.com 619-294-6008 |      | \$57.4<br>\$32.6<br>76                           | Y                  | N                  | Y                | Y               | Y                         | Y     | Y                       | N            | N           | N         | N  | \$100,000<br>\$100,000               | 3                      | Matthew Copley<br>Matthew Copley<br>2013           |
| 34<br>(NR)          | <b>Bradley Wealth</b><br>350 Tenth Ave., Suite 1000, San Diego 92101<br>bradleywealth.com 619-512-4100                                    |      | \$44.0<br>\$34.4<br>28                           | Y                  | N                  | Y                | N               | Y                         | Y     | Y                       | N            | N           | Y         | N  | \$250,000<br>\$250,000               | 2                      | Richard Graff<br>Michael Bradley<br>2009           |
| NR<br>(NR)          | <b>BJA Partners<sup>(1)</sup></b><br>11405 W. Bernardo Court, San Diego 92127<br>www.bjapartners.com 858-376-1800                         |      | wnd<br>wnd<br>wnd                                | Y                  | Y                  | N                | N               | Y                         | Y     | Y                       | Y            | Y           | Y         | N  | \$1,000<br>\$15,000                  | 2                      | Myron Jucha<br>Sara Howland<br>1983                |
| NR<br>(NR)          | <b>Callan Capital</b><br>1250 Prospect St., Suite 1, La Jolla 92037<br>www.callancapital.com 858-551-3800                                 |      | wnd<br>wnd<br>wnd                                | Y                  | N                  | Y                | N               | N                         | N     | Y                       | N            | N           | Y         | N  | \$2,000,000<br>\$2,000,000           | 4                      | Tim Callan<br>Ryan Callan<br>Trevor Callan<br>2007 |
| NR<br>(5)           | <b>Gurtin Municipal Bond Management</b><br>440 Stevens Ave., Suite 260, Solana Beach 92075<br>www.gurtin.com 858-436-2200                 |      | wnd<br>\$11,692.4                                | N                  | N                  | Y                | N               | N                         | N     | Y                       | N            | N           | N         | N  | \$100,000<br>\$1,000,000             | 16                     | Michael Johnson<br>Bill Gurtin<br>2008             |
| NR<br>(NR)          | <b>Nelson Securities Inc.</b><br>12250 El Camino Real, Suite 165, San Diego 92130<br>www.nelson-securities.com 858-362-3200               |      | wnd<br>wnd<br>wnd                                | N                  | N                  | Y                | N               | N                         | Y     | Y                       | N            | Y           | N         | N  | wnd<br>wnd                           | 3                      | Rob Nelson<br>1996                                 |

wnd Would not disclose

(NR) Not ranked

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(1) Listed last year as Brooks Jucha & Associates.

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