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INVESTMENT ADVISOR REVEALS 2010 BROKER/DEALERS OF THE YEAR

In 20th Annual Balloting, Independent Contractor Representatives Choose Prospera, Geneos, The Capital Financial Group/H.Beck, and Cambridge as Tops in Their Class

Denver, Colorado, August 25, 2010 – *Investment Advisor* today announced the results of its 20th annual readers' poll in which the representatives of independent broker/dealers chose the **2010 Broker/Dealers of the Year**. In a time of economic recession and retrenchment in the financial services universe, when plenty of money and many brokers are in motion, the nearly 5,000 voters in this annual balloting confirmed their choices of affiliation by giving high ratings to their own independent broker/dealers.

Conducted each year since 1991 by *Investment Advisor's* editorial staff, credentialed voters are asked to rate their own broker/dealers in 15 different categories; those B/Ds that receive the highest average rating from their reps are named Broker/Dealers of the Year in four divisions based on their number of producing reps. In addition, the leaders of the four winning B/Ds constitute a special broker/dealer advisory board at *Investment Advisor* for the year.

Winning for the second year in a row is Prospera Financial in Division I, which includes B/Ds with fewer than 200 producing representatives. Based in Dallas and led by President David Stringer, Prospera won high marks across the board from its voting reps, but especially for its compliance, due diligence and back office support.

Commenting on Prospera's win, *Investment Advisor* Editor-in-Chief John Sullivan noted that "In 2009, Prospera received some of the highest ratings ever recorded" by any broker/dealer of any size in the history of the balloting. "That same enthusiasm on the part of its registered representatives was evident this year. Prospera's management and home office staff received praise for doing right by its reps, who are a notoriously independent-minded bunch," said Sullivan. "The firm's boutique and family-like atmosphere was noted by many, but with the scale and expertise to see their rep partners through one of the most difficult periods yet faced by the advisor industry."

The remaining 2010 Broker/Dealers of the year are:

Division IV (more than 1,000 representatives): **Cambridge Investment Research**. Led by Chairman Eric Schwartz, Cambridge prevailed in the largest division, which it last won in 2008, by scoring particularly high ratings among its advisors for its communication with the home office, management and its product list.

Division III (500 to 999 reps): **The Capital Financial Group/H. Beck**. Led by chairman and CEO Eric G. Meyers, Capital Financial/H. Beck returns to the winner's circle in 2010; it last won in 2007. This year, its representatives lauded the firm for its commissions, communication with the home office and its product list.

Division II (200 to 499 reps): **Geneos Financial**. Led by President Russell Diachok, Geneos, founded only in 2002, is a first-time winner, but its reps lauded the firm for its back office support, technology support and communication with the home office.

About Investment Advisor

With a print circulation of 110,000 and a vibrant Web site at InvestmentAdvisor.com, *Investment Advisor* is now in its 30th year of serving independent and independent-minded investment advisors and financial planners across the United States. *Investment Advisor*—part of Summit Business Media, LLC, a leading B2B media and information company for the insurance, investment, and professional services markets—offers information and analysis on wealth management, retirement planning, investment strategies, practice management, compliance and regulatory issues, and insurance and tax planning, all designed to help registered investment advisors and independent broker/dealer representatives become more successful. For more information, visit InvestmentAdvisor.com and SummitBusinessMedia.com.

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