



Katie Carlson
Atomic PR for BrightScope
415-593-1400
katie@atomicpr.com

BrightScope Announces List of Top 25 Columbus Area-Based RIA Firms

Budros, Ruhlin & Roe, Inc. Tops the List with \$1.5B, While Meeder Advisory Services, Inc. Comes in Second with Nearly \$750M in Total Assets Under Management

SAN DIEGO, Calif. (April 17, 2012) – BrightScope (www.brightscope.com), a leading provider of independent financial information and investment research, today announced the Top 25 Registered Investment Advisor (RIA) firms in the Columbus area, focused on individual money management, with the greatest amount of assets under management. This list is part of the series that BrightScope regularly issues to highlight data contained within its Advisor Pages™, a breakthrough way for people to discover, research, and select a financial advisor.

“BrightScope Advisor Pages filled a transparency void in the financial services industry which had existed for a long time, until now,” said Mike Alfred, CEO and co-founder of BrightScope. “With a database of nearly 600,000 financial advisors, investors now have a simple way to research information needed to make an informed decision, so they can be assured they found one that is a great fit for their personal needs.”

By aggregating hard-to-discover but publicly available information on advisors, BrightScope has created a free, easy-to-use database that is searchable from multiple dimensions. BrightScope’s Advisor Pages™ features the data most critical to investors tasked with making an informed decision on which financial professional best meets their needs, including location, qualifications, amount and types of assets under management, area of specialty, legal disputes, formal complaints and more.

Top 25 Columbus area-based advisors by total assets under management:

Company – Total assets under management

1. [Budros, Ruhlin & Roe, Inc.](#) – \$1.5B
2. [Meeder Advisory Services, Inc.](#) – \$741.5M
3. [Cambridge Financial Group, Inc.](#) – \$719.7M
4. [Hamilton Capital Management Inc.](#) – \$644.5M
5. [Summit Financial Strategies Inc.](#) – \$565.6M
6. [PDS Planning Inc.](#) – \$498.9M
7. [Advanced Asset Management Advisors, Inc.](#) – \$417.0M
8. [Windsor Advisory Group, LLC](#) – \$371.6M

9. [John E. Sestina and Company](#) – \$357.4M
10. [Danison & Associates Inc.](#) – \$267.2M
11. [The Joseph Group Capital Management](#) – \$224.5M
12. [Columbus Investment Advisory Inc.](#) – \$181.3M
13. [Ascend Advisory Group](#) – \$162.8M
14. [J.W. Coons Advisors, LLC](#) – \$114.1M
15. [Foresight Management, LLC](#) – \$91.5M
16. [Demers Financial Planning](#) – \$79.4M
17. [Davis-Ross Investment Advisers, LLC](#) – \$71.2M
18. [Heximer Investment Management Inc.](#) – \$64.7M
19. [Steele Investment Counsel, Ltd.](#) – \$62.1M
20. [The Wealth Advantage Group, Inc.](#) – \$60.8M
21. [Jr Mesenburg and Associates](#) – \$54.3M
22. [Lieber Financial Services](#) – \$48.9M
23. [Shuttleworth & Company](#) – \$46.0M
24. [Lynch Financial Group](#) – \$45.9M
25. [Crossroads Financial Planning, Inc.](#) – \$42.2M

BrightScope obtains its data directly from publicly available sources, including required regulatory filings from the Securities and Exchange Commission. Financial advisors can augment these primary sources by claiming their BrightScope Advisor Page™. By analyzing and interpreting this data, BrightScope now provides unparalleled insight into the financial management industry.

For more information about BrightScope Advisor Pages™ or to find information on a financial advisor, please visit <http://www.brightscope.com/financial-planning/find/advisor/>.

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About BrightScope

BrightScope is a financial information company that brings transparency to opaque markets through independent research and analysis. Delivered through web-based software, BrightScope data drives

better decision-making for individual investors, corporate plan sponsors, asset managers, broker-dealers, and financial advisors. The BrightScope Rating™, developed in partnership with leading independent 401k fiduciaries, reviews more than 200 unique data inputs per plan and calculates a single numerical score which defines plan quality at the company level. In April 2011, the company launched BrightScope Advisor Pages™, the first comprehensive and publicly available directory of financial advisors designed to help consumers discover information and conduct due diligence on wealth management professionals. BrightScope also markets a suite of data analytics software products to Fortune 1000 companies, asset managers, broker-dealers, financial advisors, and other market participants. Public ratings for more than 46,000 retirement plans as well as rating definitions, criteria and methodologies, and information on more than 575,000 financial advisors and 45,000 advisory firms are available for free at www.brightscope.com.