

BARRON'S

THE DOW JONES BUSINESS AND FINANCIAL WEEKLY

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JUNE 7, 2010

TOP 100 WOMEN

FINANCIAL ADVISORS

Among their picks: dividend shares,
high-yielding MLPs and commodities.
At least one says, "Avoid all stocks."

TOP 100

Here are America's top women financial advisors, as identified by *Barron's*. The ranking reflects the volume of assets overseen by the advisors and their teams, revenues generated for the firms and the quality of the advisors' practices. The scoring system assigns a top score of 100 and rates the rest of by comparing them with the top-ranked advisor. Private bankers are not on list and will appear on a separate one in the fall. An "N" denotes new to the list since previous ranking.

RANK		Name	Firm	Location	Individuals (Up to \$1 mil)	High Net Worth (\$1-10 mil)	Ultra-High Net Worth (\$10 mil+)	Founda- tions	Endow- ments	Insti- tutional	Team Total Assets (\$mil)	Typical Account Size (\$mil)	Typical Net Worth (\$mil)
'10	'09												
70.	N	Patricia C. Brennan	Key Financial	West Chester, Pa.	•	•					281	1-3	1-5

(over please)

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DOWJONES

The women on our annual roster have some fresh ideas for turbulent times.

Towering Success

By Suzanne McGee

(The following has been excerpted)

There's plenty for investors to worry about these days, what with a collapsing Europe, the threat of inflation, and the near certainty of rising taxes. But for many of the experts on our annual listing of the Top 100 Women Financial Advisors, it all adds up to opportunity.

The ranking, which *Barron's* has been publishing since 2006, includes 25 new

members this year and a number of position switches.

The ranking reflects the volume of assets overseen by the advisors and their teams, the revenues the advisors generate for their firms, and the quality of their practices. Investment performance isn't explicitly a criterion, in part because the advisors' clients have a wide range of

performance goals; one yardstick doesn't work for everyone. But building and maintaining books of businesses as large as these advisors' generally requires consistently good performance.

It isn't just market savvy that got these advisors to the top; they help their clients with a wide range of financial challenges.



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These rankings and awards may not be indicative of future performance. Working with a highly-ranked adviser does not ensure that a client or prospective client will experience a certain level of performance or results. These rankings should not be construed as an endorsement of the adviser by any client nor are they representative of any one client's evaluation.