

## **Financial Advisor, Kent Elliott of Robert W. Baird & Co. in Roseville, CA honored with 2013 Five Star Professional Recognition**

In a recent issue of -Sacramento Magazine, Kent Elliott of Robert W. Baird & Co. has once again been recognized with a Five Star Professional recognition for his fourth consecutive year. This year Kent was included in the 2013 selection of Wealth Managers throughout the Sacramento Region who were evaluated on multiple criteria associated with wealth management.

A short profile about Kent Elliott:

Kent Elliott started his career as a financial advisor in 1991 and is now a Director with Robert W. Baird & Co. and an honored member of The Presidents Club which recognizes him among the top advisors within the firm founded in 1919. He currently leads a team that develops plans and manages over \$190,000,000 in financial assets for a select group of wealthy individuals from around the country. Prior to joining Baird, Kent had been a Sr. Vice President and Managing Director with Wells Fargo and Wachovia Securities respectively where he ranked in the top 5% of all advisors at both firms and was a member of the Wells Fargo Concord Elite and the Wachovia Securities Premier Advisor's Programs recognizing top advisors excellence within each firm. For more information about Kent Elliott at Robert W. Baird & Co. visit [www.elliottschmittgroup.com](http://www.elliottschmittgroup.com)

About the Five Star Professional Award:

Five Star Professional, as a third party research firm, identified pre-qualified award candidates based on industry data and contacted all identified broker dealers, Registered Investment Advisor firms and FINRA-registered representatives in the market area to gather wealth manager nominations. Self-nominations were not accepted.

Robert W. Baird & Co. associates awarded the FIVE STAR Wealth Manager Award received it in the Wealth Management category. It is important to note that Cresendo Business Services (Cresendo), the sponsor of the award, may send nomination letters to potentially thousands of candidates—many of which may not respond. As a result, any claims that the award is prestigious, difficult to obtain or that only a relatively small percentage of wealth management professionals in a city or region receive the award may be misleading, especially if made due to a lack of responses from the majority of recipients of the nomination letters.

Consideration for inclusion in The FIVE STAR Wealth Manager Award program is based on an evaluation that considers one-year client retention rate, five-year client retention rate, non-institutional discretionary and/or non-discretionary client assets administered, number of client households served and education and professional designations. Only wealth managers with five years of experience in the financial services industry are considered. Additionally, the wealth managers who have made the list must qualify as having a favorable regulatory and compliant history review. To qualify as having a favorable regulatory and compliant history for this award, the wealth manager cannot have (1) been subject to a regulatory action that resulted in a license being suspended or revoked, or payment of a fine, (2) 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 compliant process, (3) individually contributed to a financial settlement of a customer complaint filed with a regulatory authority, (4) filed for bankruptcy, or (5) been convicted of a felony.

The inclusion of a wealth manager on the FIVE STAR Wealth Manager Award list should not be construed as an endorsement of the wealth manager by Cresendo nor should it be inferred that the responses used from the survey represent the experience of any clients. This award does not evaluate the

quality of service provided and the wealth manager may have had unfavorable ratings. The rating is not indicative of the wealth manager's future performance. Additionally, while a recipient of the award is not compelled to pay Crescendo for consideration or to receive the award, the recipient may have to compensate Crescendo for the use of their proprietary material. Crescendo is a for-profit entity. For more information on the Five Star award and the research/selection methodology, go to [www.fivestarprofessional.com](http://www.fivestarprofessional.com)

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