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MARKET ADVISOR The Boomer Retirement Experts

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brokerdealer EXCELLENCE AWARDS

Which broker/dealers are getting it right?
Which broker/dealers go above and beyond
in serving the needs of both their reps and their
reps' clients? We asked our readers, and after
our own due diligence, are proud to announce
this year's Broker/Dealer Excellence Award winners —
Raymond James, Investment Centers of America, Summit
Brokerage Services and Advisory Group Equity Services.



PLUS

**BACK TO
THE FUTURE**

Retirement lessons
from past recessions

A SIMPLE PLAN
for retirement success

WILLIAM MCCANCE
PRESIDENT



If you don't know much about Advisory Group Equity Services, don't feel bad—neither did we. They popped up on our radar only when their advisors waged a dedicated campaign on their behalf.

"We are a concierge independent broker/dealer," says William H. McCance, president of the Reading, Mass.-based firm. "We want the same profitable structure as an LPL Financial or a Commonwealth Financial Network, but with an extremely hands-on relationship. We have a bottom-up approach, meaning our advisors tell us what they want on the platform."

A sentimental streak might explain the firm's recent success, and the loyalty it engenders in its advisors. McCance harkens back to a different era to tell the following story, one that seems especially at odds with the Wall Street of today.

"When I was young my grandfather took me to the floor of the New York Stock Exchange," he relates. "He told me it was a gentleman's business. You put the client first, the advisor second and the firm third. If you keep it in that order, you'll be profitable."

Which is the reason McCance found himself at a small firm like Advisory Group Equity Services. He did eventually leave to start out on his own, but returned to buy the firm when the opportunity arose. He prides himself on knowing just about

CATEGORY >>

Niche Broker/Dealer

FAST FACTS >>

WHO: Advisory Group Equity Services, Ltd.

WHERE: Reading, Mass.

YEARS IN BUSINESS: 25

NUMBER OF PRODUCERS: 40

**TOTAL ASSETS MANAGED
BY PRODUCERS:** \$600 million

AVG. GROSS PER PRODUCER: 125,000

MIN. PRODUCTION LEVEL REQUIRED: \$50,000

CLEARING FIRM: Pershing LLC

PARENT CORP.: TAG Group, Inc.

everything about every one of his advisors, which allows him to work side-by-side with them in a true partnership. And he's not above introducing policies and procedures based on his, and their, personal experiences.

"I had a minor health scare recently. It got me thinking about the knock my family might get on their door. So we set up an 800-number that allows for the client to track down the advisor anywhere in the world in case of an emergency. Thankfully, we've only had it used twice. But once was when a client had their passport stolen on the Champs-Élysée in Paris. We had all the passport information on file and had made a copy so we were able to help expedite the process."

Again, concierge service. They're a Pershing-affiliated firm with a little less than \$1 billion in assets under management. And they plan to cap-off at just 150 reps.

"That's a very specific number and it's there for a reason. You can't know anyone well after 150 people. I don't need to be a multi-millionaire. I want to provide for my family and be there for my reps. I live about five minutes from home, and my wife calls me to tell me dinner is on the table. My job is my hobby, they are one and the same."

Haven't heard much about them up until now, but bank on hearing more in the near future. 