



## **APPENDIX B**

### **Awards & Rankings - General Disclosure Statement**

Third-party rankings and recognition from ratings services, or publications, are no guarantee of future investment success. Working with a highly-rated adviser does not ensure that a client or prospective client will experience a higher level of performance or results. These ratings should not be construed as an endorsement of the adviser by any client nor are they representative of any one client's evaluation. Generally, ratings, rankings, and recognition are based on information prepared and submitted by the adviser. Each reprint or e-print has its own unique disclosure related to the criteria and requirements for receiving such award and it is important for clients to understand this when evaluating Weatherly. Questions regarding these disclosures can be directed to Carolyn Taylor by phone (858) 259-4507 or email [Carolyn@weatherlyassetmgt.com](mailto:Carolyn@weatherlyassetmgt.com).

Although Weatherly Asset Management, and its advisors, do not pay fees for awards or rankings, there are instances where Weatherly will pay for reprints or advertising after receiving recognition. This represents a conflict of interest for the firm issuing the award or ranking, however, Weatherly believes the awards and rankings advertised are bona fide.

### **Awards & Rankings - Detailed Disclosures**

#### **<sup>70</sup>2022-Barron's 2022 Top 1200 Advisors—March 2022**

Carolyn Taylor was included in Barron's 2022 Top 1200 Advisor Rankings by State list. The full list can be viewed on Barron's website. The criteria for ranking reflects assets under management as of 09/30/2021, revenue that the advisors generate for their Firms, regulatory record, quality of the advisor's practices, and philanthropic work. Investment performance is not an explicit criterion because the advisors' clients pursue a wide range of goals. In many instances, the primary goal is asset preservation. The scoring system assigns a top score of 100 and rates the rest by comparing them with the top-ranked advisor. Carolyn Taylor was nominated for inclusion in the list. Survey data was submitted by around 6,000 advisors, but only 1200 were published in the ranking. Barron's uses a proprietary method to rank advisors based on the criteria above. Weatherly provides this data to Barron's in the form of a survey response. Initial ranking is done by Barron's; publicly available data is verified by Barron's against SEC and FINRA reports. Barron's then conducts the next level of ranking. Data that is not independently verified by Barron's is then sent back to the Firm for verification. Barron's then incorporates any required changes into the ranking, and finalizes the list for editorial use and publishing. The Top 1,200 are drawn from all 50 states, plus the District of Columbia. This ranking is the largest and most comprehensive of the annual Barron's advisor listings. It includes a cross section of private-wealth advisors, from independents who own and operate their own practices to advisors from the large Wall Street firms. This special report lists the top advisors in each state, with the number of ranking spots determined by each state's population and wealth. Carolyn Taylor ranked 78<sup>th</sup> in the state of California. No payment was required for nomination or inclusion in the ranking. After receiving notice of inclusion in the top 1200 list, Weatherly plans to pay Dow Jones Reprints and Licensing for custom hard copy reprints and digital access. Wealth Managers do not pay a fee to be considered or placed on the final list. No organizational memberships were required of the Firm or individuals. Ranking on this list is not representative of any one client's experience and is not indicative of Weatherly's future performance. Weatherly is not aware of any facts that would call into question the validity of the ranking or the appropriateness of advertising inclusion in this list.

#### **<sup>69</sup>2022 Forbes Top Women Wealth Advisors – Shook Research – March 2022**

Carolyn Taylor was named one of Shook Research's 2022 Top Women Wealth Advisors Best-In-State list. She was invited to complete an online survey detailing information about her career, as well as Weatherly as a firm. Carolyn was named 32<sup>nd</sup> out of 79 advisors in Southern California. The list was published on February 4<sup>th</sup>, 2022 on Forbes.com. The 2022 Top Women Wealth Advisors Best-In-State ranking is based on firms' AUM as of 9/30/21 and reflects Weatherly's discretionary AUM of \$1.1 Billion. The Forbes ranking of Top Women Wealth Advisors Best-In-State, developed by SHOOK Research, is based on an algorithm of: qualitative data, such as telephone and in-person interviews, a review of best practices, service and investing models, and compliance records; as well as quantitative data, like revenue trends and assets under management. All advisors have a minimum of seven years' experience. Portfolio performance is not a criteria due to varying client objectives and lack of audited data. Neither Forbes nor SHOOK receive a fee in exchange for rankings. In total, 34,500 nominations were received and 18,465 advisors were invited to complete the online survey. Throughout the research process, 13,549 telephone interviews, 2,610 in-person interviews, and 1203 web-based interviews were conducted. The ranking listed 79 advisors in California, and Carolyn was ranked 32<sup>nd</sup>. Basic Requirements to be considered for the "Forbes Top Women Wealth Advisors Best-In-State" included: 1) 7 years as an advisor; 2) minimum 1 year at current firm 3) advisor must be recommended, and nominated, by Firm, 4) completion of online survey; 5) over 50% of revenue/production must be with individuals; and 6) an acceptable compliance record. In addition to the above basic requirements, advisors were also judged on the following quantitative figures: 1) revenue/production; weightings assigned for each; 2) assets under management—and quality of those assets—both custodied and a scrutinized look at assets held away (although individual numbers are used for ranking purposes, the ranking publishes the entire team's assets); 3) client-related data (i.e. retention.) NOTE: Portfolio performance was not considered - audited returns among advisors are rare, and differing client objectives provide varying returns. Qualitative considerations examined included but were not limited to: 1) telephone and in-person meetings with advisors; 2) compliance records and U4s; 3) advisors that provide a full client experience (factors examined include service model, investing processes, fee structure (higher % of fee-based assets earns more points,.) and breadth of services, including extensive use of Firm's platform and resources; 4) credentials (years of service can serve as proxy); 5) use of team & team dynamics; 6) community involvement; 7) discussions with management, peers, competing peers, and 8) telephone and in-person meetings. Compliance records and U4s were also reviewed in detail as part of the selection process including: 1) infractions denied or closed with no action; 2) complaints that arose from a product, service or advice initiated by a previous advisor or another member or former member of team; 3) length of time since complaint; 4) complaints related to product failure not related to investment advice; 5) complaints that have been settled to appease a client who remained with the advisor for at least one year following settlement date; 6) complaints that were proven to be meritless; and 7) actions taken as a result of administrative error or failure by firm. Weatherly Asset Management did not pay any fees to SHOOK to be nominated or included in the "Forbes Top Women Wealth Advisors Best-In-State" list and Weatherly was not required to advertise in, or subscribe to, Forbes. As of the time of this disclosure, Weatherly did not elect to pay for reprints of the list. Inclusion in this ranking is not representative of any one client's experience and is not indicative of Weatherly's future performance. Weatherly is not aware of any facts that would call into question the validity of the ranking or the appropriateness of advertising the award. SHOOK Disclosures: SHOOK is completely independent and objective and does not receive compensation from the advisors, Firms, the media, or any other source in exchange for placement on a ranking. SHOOK is funded through conferences, publications and research partners. Since every investor has unique needs, investors must carefully choose the right Advisor for their own situation and perform their own due diligence. SHOOK's research and rankings provide opinions for how to choose the right Financial Advisor.

#### **<sup>66</sup>2022 Five Star Wealth Managers - February 2022**

In September 2021, Five Star Professional completed an interview process to determine 2022 Five Star Wealth Managers. Several of Weatherly's team, including Carolyn Taylor, Brent Armstrong, Kelli Ruby, and Ryan Richardson all received this inclusion to participate. Upon completion, all four advisors were named 2022 Five Star Wealth Managers. The Five Star Wealth Manager award, administered by Crescendo Business Services, LLC (dba Five Star Professional), is based on 10 objective criteria. Eligibility criteria – required: 1. Credentialed as a registered investment adviser or a registered investment adviser representative; 2. Actively licensed as a registered investment adviser or as a principal of a registered investment adviser firm for a minimum of 5 years; 3. Favorable regulatory and complaint history review (As defined by Five Star Professional, the wealth manager has not: A. Been subject to a regulatory action that resulted in a license being suspended or revoked, or payment of a fine; B. Had more than a total of three settled or pending complaints filed against them and/or a total of five settled, pending, dismissed or denied complaints with any regulatory authority or Five Star Professional's consumer complaint process. Unfavorable feedback may have been discovered through a check of complaints registered with a regulatory authority or complaints registered through Five Star Professional's consumer complaint process; feedback may not be representative of any one client's experience; C. Individually contributed to a financial settlement of a customer complaint; D. Filed for personal bankruptcy within the past 11 years; E. Been terminated from a financial services firm within the past 11 years; F. Been convicted of a felony); 4. Fulfilled their firm review based on internal standards; 5. Accepting new clients. Evaluation criteria – considered: 6. One-year client retention rate; 7. Five-year client retention rate; 8. Non-institutional discretionary and/or non-discretionary client assets administered; 9. Number of client households served; 10. Education and professional designations. The Five Star Wealth Manager award program recognizes and promotes wealth managers. Five Star Wealth Manager candidates were identified by one of three



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sources; firm nomination, peer nomination or pre-qualification based on industry standing. Five Star Professional notified advisors of their candidacy for the award via an email solicitation. Weatherly provided data in the form of an online survey submission and each advisor participated in a phone interview to confirm personal information. Neither Weatherly nor its employees were required to be a member of an organization to be eligible to receive the award. No payment was required of Weatherly to be considered for the award or to be named a Five Star Wealth Manager. Once awarded, wealth managers may opt to purchase additional profile ad space or related award promotional products. Weatherly purchased additional profile ad space in the Wall Street Journal and digital and hard-copy reprints. Wealth managers do not pay a fee to be considered or placed on the final list of Five Star Wealth Managers. Award does not evaluate quality of services provided to clients. Once awarded, wealth managers may purchase additional profile ad space or promotional products. The Five Star award is not indicative of the wealth manager's future performance. Wealth managers may or may not use discretion in their practice and therefore may not manage their client's assets. The inclusion of a wealth manager on the Five Star Wealth Manager list should not be construed as an endorsement of the wealth manager by Five Star Professional or this publication. Working with a Five Star Wealth Manager or any wealth manager is no guarantee as to future investment success, nor is there any guarantee that the selected wealth managers will be awarded this accomplishment by Five Star Professional in the future. For more information on the Five Star award and the research/selection methodology, go to [www.fivestarprofessional.com](http://www.fivestarprofessional.com). In total, 2,084 San Diego-area wealth managers were considered for the award; 223 (11% of candidates) were named 2022 Five Star Wealth Managers. 2021: 6,123 considered, 459 winners; 2020: 2,018 considered, 231 winners; 2019: 1,885 considered, 224 winners; 2018: 1,498 considered, 228 winners; 2017: 1,349 considered, 349 winners; 2016: 1,337 considered, 349 winners; 2015: 1,639 considered, 350 winners; 2014: 1,838 considered, 368 winners; 2013: 1,675 considered, 417 winners; 2012: 1,014 considered, 284 winners. Five Star Professional conducts a review of each award candidate as reported by FINRA and the SEC. For wealth managers with a CRD Number, Five Star Professional relies on the wealth manager's FINRA BrokerCheck Report and/or the SEC Investment Adviser Public Disclosure website. For wealth managers without a CRD Number, Five Star Professional relies on Form ADV for the wealth manager's firm. Additionally, Five Star Professional promotes, via local advertising and through their website, the opportunity to submit feedback — including whether a consumer had an unsatisfactory experience — regarding a wealth manager. Complaint data submitted in this way serves as an early alert system to unfiled consumer complaints and augments the regulatory review of reported complaints. Receipt of this award is not representative of any one client's experience and is not indicative of Weatherly's future performance. Weatherly is not aware of any facts that would call into question the validity of the award or the appropriateness of advertising the award.

### <sup>67</sup>2021-Woman of the Year / Celebrating Women – San Diego Magazine – November, 2021

Carolyn Taylor, Kelli Ruby, Lindsey Fiske-Thompson, and Brooke Boone were listed as finalists for the 2021 San Diego Magazine's 2021 Celebrating Women award series, including "Woman of the Year." Each year, the San Diego Magazine ("Magazine") recognizes dynamic women business leaders who have contributed significantly to San Diego's workplaces and communities. For the 2021 program, Carolyn, Kelli, Lindsey, and Brooke were listed as finalists! Not all nominees were finalists. The San Diego Magazine solicited nominations via email in the form of an online survey. Members of the Weatherly team nominated Carolyn Taylor, Kelli Ruby, Lindsey Fiske-Thompson, and Brooke Boone. Nominees and finalists were evaluated based on their business accomplishments and community involvement. Weatherly supplied the information for the nominations by completing the Magazine's questionnaire. Weatherly was not required to make payments or purchases to nominate, be nominated, be considered or included on the list related to the award. No organizational memberships were required of the Firm or individuals. The advertisement of nomination for the award is not representative of any one client's experience and is not indicative of Weatherly's future performance. Weatherly is not aware of any facts that would call into question the validity of the award, nominations for the award, or the appropriateness of related advertising.

### <sup>66</sup>2021-San Diego Business Journal – 50 Influential Women over 50

Carolyn Taylor was listed as an honoree for the 2021 San Diego Business Journal 50 Influential Women Over 50 award. The San Diego Business Journal ("Journal") recognized 50 dynamic women business leaders over 50 who have contributed significantly to San Diego's workplaces and communities. The San Diego Business Journal solicited nominations via email invitation to their mailing lists and via the paper journal circulation. Members of the Weatherly team nominated Carolyn Taylor. Not all nominees were named honorees. Nominees and honorees were asked to provide a profile on the nominee's specific career and accomplishments. Weatherly supplied the information for the nomination by completing the Journal's questionnaire. Weatherly was not required to make payments or purchases to nominate, be nominated, be considered, or included on the list related to the award. After receiving notice of the award, Weatherly paid the Journal for a quarter page congrats ad that was featured on the list. No organizational memberships were required of the Firm or individuals. The advertisement of nomination for the award is not representative of any one client's experience and is not indicative of Weatherly's future performance. Weatherly is not aware of any facts that would call into question the validity of the award, nominations for the award, or the appropriateness of related advertising.

### <sup>65</sup>2021 Financial Advisor Magazine 2021 RIA Ranking

Weatherly Asset Management, L.P. was included in the Financial Advisor's Magazine 2021 RIA Survey and Ranking List. This list is the publication's 15<sup>th</sup> annual ranking of independent advisory firms. The list and article are available to view in the print version of the August 2021 issue. The ranking was based on 2020 year end discretionary and non-discretionary AUM reported on ADV. To be eligible for the ranking, firms must be independent registered investment advisors and file their own ADV statement with the SEC, provide financial planning and related services to individual clients. Firms must have at least \$50 million in assets under management as of December 31, 2020. Corporate RIA firms and investment advisor representatives (IARs) were not eligible for this survey. The list was segmented by asset categories: 1) \$1 billion and over; 2) \$500 million to <\$1 billion; 3) \$250 million to <\$500 million; 4) \$150 million to <\$250 million; and 5) \$50 million to <\$150 million. Within each of the asset category segments, firms were ranked by 2020 year end discretionary and non-discretionary AUM. The comprehensive list consisted of 607 firms. Weatherly was ranked 320 overall. Weatherly received an email invitation to participate in FA's annual nation-wide RIA ranking survey. Weatherly completed the survey, which in addition to AUM, focused on services offered by the firm; service fee structure; anticipated changes to the business in the next 5 years; staffing and recruiting; operations and strategy. The survey review included information provided by Weatherly, as well as public data available through the firm's ADV filing. No payment was required for participating in the survey. After receiving notice of inclusion in the list and list publication, Weatherly elected to pay for electronic use of hard copy reprints hard copy reprints. No organizational memberships were required of the Firm or individuals. Ranking on this list is not representative of any one client's experience and is not indicative of Weatherly's future performance. Weatherly is not aware of any facts that would call into question the validity of the ranking or the appropriateness of advertising inclusion in this list.

### <sup>64</sup>2021-Barron's Top 100 Women Financial Advisors

Carolyn Taylor was included in Barron's June 2021 Top 100 Women Financial Advisors list. The criteria for ranking reflects assets under management as of 12/31/2020, revenue that the advisors generate for their Firms, and the quality of the advisor's practices. Investment performance is not an explicit criterion because the advisors' clients pursue a wide range of goals. In many instances, the primary goal is asset preservation. The scoring system assigns a top score of 100 and rates the rest by comparing them with the top-ranked advisor. Carolyn was ranked 59<sup>th</sup>. Carolyn Taylor was invited to participate in the nomination process via email solicitation from Barron's, and nominated by colleagues for inclusion in the list. There are over 100 nominations, but only 100 published ranking spots. Barron's uses a proprietary method to rank advisors based on the criteria above. Weatherly provides this data to Barron's in the form of a survey response. Initial ranking is done by Barron's; publicly available data is verified by Barron's against SEC and FINRA reports. Barron's then conducts the next level of ranking. Data that is not independently verified by Barron's is then sent back to the Firm for verification. Barron's then incorporates any required changes into the ranking, and finalizes the list for editorial use and publishing. No payment was required for nomination or inclusion in the ranking. Weatherly plans to pay Dow Jones & Company for custom hard copy reprints and digital access. No organizational memberships were required of the Firm or individuals. Ranking on this list is not representative of any one client's experience and is not indicative of Weatherly's future performance. Weatherly is not aware of any facts that would call into question the validity of the ranking or the appropriateness of advertising inclusion in this list.

### <sup>63</sup>2021 Forbes Top Women Wealth Advisors – Shook Research – March 2021

Carolyn Taylor was nominated for Shook Research's 2021 Top Women Wealth Advisors list. She was invited to complete an online survey detailing information about her career, as well as Weatherly as a firm. Carolyn was named 396<sup>th</sup> out of 1,000 advisors in total. The list was published on March 24<sup>th</sup>, 2021 on Forbes.com. The 2021 Top Women Wealth Advisors ranking is based on firms' AUM as of 9/30/20 and reflects Weatherly's discretionary AUM of \$927 Million. The Forbes ranking of America's Top Women Wealth Advisors, developed by SHOOK Research, is based on an algorithm of: qualitative data, such as telephone and in-person interviews, a review of best practices, service and investing models, and compliance records; as well as quantitative data, like revenue trends and assets under management. All advisors have a minimum of seven years' experience. Portfolio performance is not a criteria due to varying client objectives and lack of audited data. Neither Forbes nor SHOOK receive a fee in exchange for rankings. In total, 32,810 nominations were received and 16,165 advisors were invited to complete the online survey. Throughout the research process, 13,235 telephone interviews, 2,595 in-person



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interviews, and 692 web-based interviews were conducted. The ranking listed 1,000 advisors, and Carolyn was ranked 396<sup>th</sup>. Basic Requirements to be considered for the "Forbes Top Women Wealth Advisors" included: 1) 7 years as an advisor; 2) minimum 1 year at current firm 3) advisor must be recommended, and nominated, by Firm, 4) completion of online survey; 5) over 50% of revenue/production must be with individuals; and 6) an acceptable compliance record. In addition to the above basic requirements, advisors were also judged on the following quantitative figures: 1) revenue/production; weightings assigned for each; 2) assets under management—and quality of those assets—both custodied and a scrutinized look at assets held away (although individual numbers are used for ranking purposes, the ranking publishes the entire team's assets); 3) client-related data (i.e. retention.) NOTE: Portfolio performance was not considered - audited returns among advisors are rare, and differing client objectives provide varying returns. Qualitative considerations examined included but were not limited to: 1) telephone and in-person meetings with advisors; 2) compliance records and U4s; 3) advisors that provide a full client experience (factors examined include service model, investing processes, fee structure (higher % of fee-based assets earns more points,) and breadth of services, including extensive use of Firm's platform and resources; 4) credentials (years of service can serve as proxy); 5) use of team & team dynamics; 6) community involvement; 7) discussions with management, peers, competing peers, and 8) telephone and in-person meetings. Compliance records and U4s were also reviewed in detail as part of the selection process including: 1) infractions denied or closed with no action; 2) complaints that arose from a product, service or advice initiated by a previous advisor or another member or former member of team; 3) length of time since complaint; 4) complaints related to product failure not related to investment advice; 5) complaints that have been settled to appease a client who remained with the advisor for at least one year following settlement date; 6) complaints that were proven to be meritless; and 7) actions taken as a result of administrative error or failure by firm. Weatherly Asset Management did not pay any fees to SHOOK to be nominated or included in the "Forbes Top Women Wealth Advisors" list and Weatherly was not required to advertise in, or subscribe to, Forbes. As of the time of this disclosure, Weatherly did not elect to pay for reprints of the list. Inclusion in this ranking is not representative of any one client's experience and is not indicative of Weatherly's future performance. Weatherly is not aware of any facts that would call into question the validity of the ranking or the appropriateness of advertising the award. SHOOK Disclosures: SHOOK is completely independent and objective and does not receive compensation from the advisors, Firms, the media, or any other source in exchange for placement on a ranking. SHOOK is funded through conferences, publications and research partners. Since every investor has unique needs, investors must carefully choose the right Advisor for their own situation and perform their own due diligence. SHOOK's research and rankings provide opinions for how to choose the right Financial Advisor.

### <sup>62</sup>2021 Barron's 2021 Top 1200 Advisors - March 2021

Carolyn Taylor was included in Barron's 2021 Top 1200 Advisor Rankings by State list. The full list can be viewed on Barron's website. The criteria for ranking reflects assets under management as of 09/30/2020, revenue that the advisors generate for their Firms, regulatory record, quality of the advisor's practices, and philanthropic work. Investment performance is not an explicit criterion because the advisors' clients pursue a wide range of goals. In many instances, the primary goal is asset preservation. The scoring system assigns a top score of 100 and rates the rest by comparing them with the top-ranked advisor. Carolyn Taylor was nominated for inclusion in the list. Survey data was submitted by over 4,000 advisors, but only 1200 were published in the ranking. Barron's uses a proprietary method to rank advisors based on the criteria above. Weatherly provides this data to Barron's in the form of a survey response. Initial ranking is done by Barron's; publicly available data is verified by Barron's against SEC and FINRA reports. Barron's then conducts the next level of ranking. Data that is not independently verified by Barron's is then sent back to the Firm for verification. Barron's then incorporates any required changes into the ranking, and finalizes the list for editorial use and publishing. The Top 1,200 are drawn from all 50 states, plus the District of Columbia. This ranking is the largest and most comprehensive of the annual Barron's advisor listings. It includes a cross section of private-wealth advisors, from independents who own and operate their own practices to advisors from the large Wall Street firms. This special report lists the top advisors in each state, with the number of ranking spots determined by each state's population and wealth. Carolyn Taylor ranked 87<sup>th</sup> in the state of California. No payment was required for nomination or inclusion in the ranking. After receiving notice of inclusion in the top 1200 list, Weatherly plans to pay Dow Jones Reprints and Licensing for custom hard copy reprints and digital access. Wealth Managers do not pay a fee to be considered or placed on the final list. No organizational memberships were required of the Firm or individuals. Ranking on this list is not representative of any one client's experience and is not indicative of Weatherly's future performance. Weatherly is not aware of any facts that would call into question the validity of the ranking or the appropriateness of advertising inclusion in this list.

### <sup>61</sup>2021 Five Star Wealth Managers - February 2021

In September 2020, Five Star Professional completed an interview process to determine 2021 Five Star Wealth Managers. Several of Weatherly's team, including Carolyn Taylor, Brent Armstrong, Kelli Ruby, and Ryan Richardson all received this inclusion to participate. Upon completion, all four advisors were named 2021 Five Star Wealth Managers. The Five Star Wealth Manager award, administered by Crescendo Business Services, LLC (dba Five Star Professional), is based on 10 objective criteria. Eligibility criteria – required: 1. Credentialed as a registered investment adviser or a registered investment adviser representative; 2. Actively licensed as a registered investment adviser or as a principal of a registered investment adviser firm for a minimum of 5 years; 3. Favorable regulatory and complaint history review (As defined by Five Star Professional, the wealth manager has not; A. Been subject to a regulatory action that resulted in a license being suspended or revoked, or payment of a fine; B. Had more than a total of three settled or pending complaints filed against them and/or a total of five settled, pending, dismissed or denied complaints with any regulatory authority or Five Star Professional's consumer complaint process. Unfavorable feedback may have been discovered through a check of complaints registered with a regulatory authority or complaints registered through Five Star Professional's consumer complaint process; feedback may not be representative of any one client's experience; C. Individually contributed to a financial settlement of a customer complaint; D. Filed for personal bankruptcy within the past 11 years; E. Been terminated from a financial services firm within the past 11 years; F. Been convicted of a felony); 4. Fulfilled their firm review based on internal standards; 5. Accepting new clients. Evaluation criteria – considered: 6. One-year client retention rate; 7. Five-year client retention rate; 8. Non-institutional discretionary and/or non-discretionary client assets administered; 9. Number of client households served; 10. Education and professional designations. The Five Star Wealth Manager award program recognizes and promotes wealth managers. Five Star Wealth Manager candidates were identified by one of three sources; firm nomination, peer nomination or pre-qualification based on industry standing. Five Star Professional notified advisors of their candidacy for the award via an email solicitation. Weatherly provided data in the form of an online survey submission and each advisor participated in a phone interview to confirm personal information. Neither Weatherly nor its employees were required to be a member of an organization to be eligible to receive the award. No payment was required of Weatherly to be considered for the award or to be named a Five Star Wealth Manager. Once awarded, wealth managers may opt to purchase additional profile ad space or related award promotional products. Weatherly purchased additional profile ad space in the Wall Street Journal and digital and hard-copy reprints. Wealth managers do not pay a fee to be considered or placed on the final list of Five Star Wealth Managers. Award does not evaluate quality of services provided to clients. Once awarded, wealth managers may purchase additional profile ad space or promotional products. The Five Star award is not indicative of the wealth manager's future performance. Wealth managers may or may not use discretion in their practice and therefore may not manage their client's assets. The inclusion of a wealth manager on the Five Star Wealth Manager list should not be construed as an endorsement of the wealth manager by Five Star Professional or this publication. Working with a Five Star Wealth Manager or any wealth manager is no guarantee as to future investment success, nor is there any guarantee that the selected wealth managers will be awarded this accomplishment by Five Star Professional in the future. For more information on the Five Star award and the research/selection methodology, go to [fivestarpromotional.com](http://fivestarpromotional.com). 2,218 San Diego-area wealth managers were considered for the award; 231 (10% of candidates) were named 2021 Five Star Wealth Managers. 2020: 2,018 considered, 219 winners; 2019: 1,885 considered, 224 winners; 2018: 1,498 considered, 228 winners; 2017: 1,349 considered, 349 winners; 2016: 1,337 considered, 349 winners; 2015: 1,639 considered, 350 winners; 2014: 1,838 considered, 368 winners; 2013: 1,675 considered, 417 winners; 2012: 1,014 considered, 284 winners. Five Star Professional conducts a review of each award candidate as reported by FINRA and the SEC. For wealth managers with a CRD Number, Five Star Professional relies on the wealth manager's FINRA BrokerCheck Report and/or the SEC Investment Adviser Public Disclosure website. For wealth managers without a CRD Number, Five Star Professional relies on Form ADV for the wealth manager's firm. Additionally, Five Star Professional promotes, via local advertising and through their website, the opportunity to submit feedback — including whether a consumer had an unsatisfactory experience — regarding a wealth manager. Complaint data submitted in this way serves as an early alert system to unfiled consumer complaints and augments the regulatory review of reported complaints. Receipt of this award is not representative of any one client's experience and is not indicative of Weatherly's future performance. Weatherly is not aware of any facts that would call into question the validity of the award or the appropriateness of advertising the award.

### <sup>60</sup>2021 Forbes Best-In-State Wealth Advisors – Shook Research – February 2021

Carolyn Taylor was nominated for Shook Research's 2021 Best-in-State Wealth Advisors list. She was invited to complete an online survey detailing information about her career, as well as Weatherly as a firm. Carolyn was named 41<sup>st</sup> out of the 79 named from Southern California. In total, the list showcased over 5,000 wealth managers. The list was published on February 11<sup>th</sup>, 2021 on [Forbes.com](http://Forbes.com). The 2021 Best-In-State ranking is based on firms' AUM as of 6/30/20 and reflects Weatherly's AUM of \$902,402,386. The 2021 Forbes ranking of Best-In-State Wealth Advisors, developed by SHOOK Research, is based on an algorithm of qualitative criteria, mostly gained through telephone and in-person due diligence interviews, and quantitative data. The ranking algorithm is designed to fairly compare the business practices of a large group of advisors based on quantitative and qualitative elements. Data are weighted to ensure priorities are given to dynamics such as preferred "best practices", business models, recent business activity, etc. Each variable is graded and represents a certain value for each measured component. These data are fed into an algorithm that measures thousands of advisors against each other. The algorithm weighted factors including revenue trends, assets under management, compliance records, industry experience and those advisors that encompass best practices in their practices and approach to working with clients. Portfolio performance is not a criteria due to varying client objectives and lack of audited data. Neither Forbes nor SHOOK receive a fee in exchange for rankings. In total, 32,725 nominations were received and 15,854 advisors were invited to complete the online survey. Throughout the research process, 13,114 telephone interviews, 2,085 in-person interviews, and 619 Web-based interviews were conducted. The ranking listed over 5,000 advisors, 79 of which were



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located in Southern California. Basic Requirements to be considered for the "Forbes Best-in-State Wealth Advisors" included: 1) 7 years as an advisor; 2) minimum 1 year at current firm 3) advisor must be recommended, and nominated, by Firm, 4) completion of online survey; 5) over 50% of revenue/production must be with individuals; and 6) an acceptable compliance record. In addition to the above basic requirements, advisors were also judged on the following quantitative figures: 1) revenue/production; weightings assigned for each; 2) assets under management—and quality of those assets—both custodied and a scrutinized look at assets held away (although individual numbers are used for ranking purposes, the ranking publishes the entire team's assets); 3) client-related data (i.e. retention.) NOTE: Portfolio performance was not considered - audited returns among advisors are rare, and differing client objectives provide varying returns. Qualitative considerations examined included but were not limited to: 1) telephone and in-person meetings with advisors; 2) advisors exhibiting "best practices" within their practices and approach to working with clients and 3) advisors that provide a full client experience (factors examined include service model, investing processes, fee structure (higher % of fee-based assets earns more points,) and breadth of services, including extensive use of Firm's platform and resources; 4) credentials (years of service can serve as proxy); 5) use of team & team dynamics; 6) community involvement; 7) discussions with management, peers, competing peers, and 8) telephone and in-person meetings. Compliance records and U4s were also reviewed in detail as part of the selection process including: 1) infractions denied or closed with no action; 2) complaints that arose from a product, service or advice initiated by a previous advisor or another member or former member of team; 3) length of time since complaint; 4) complaints related to product failure not related to investment advice; 5) complaints that have been settled to appease a client who remained with the advisor for at least one year following settlement date; 6) complaints that were proven to be meritless; and 7) actions taken as a result of administrative error or failure by firm. Weatherly Asset Management did not pay any fees to SHOOK to be nominated or included in the "Forbes Best-In- State Wealth Advisors" list and Weatherly was not required to advertise in, or subscribe to, Forbes. As of the time of this disclosure, Weatherly did not elect to pay for reprints of the list. Inclusion in this ranking is not representative of any one client's experience and is not indicative of Weatherly's future performance. Weatherly is not aware of any facts that would call into question the validity of the ranking or the appropriateness of advertising the award. SHOOK Disclosures: SHOOK is completely independent and objective and does not receive compensation from the advisors, Firms, the media, or any other source in exchange for placement on a ranking. SHOOK is funded through conferences, publications and research partners. Since every investor has unique needs, investors must carefully choose the right Advisor for their own situation and perform their own due diligence. SHOOK's research and rankings provide opinions for how to choose the right Financial Advisor.

### **<sup>59</sup>2020 Business Woman of the Year Finalist – San Diego Business Journal**

Carolyn Taylor, Kelli Ruby, Lindsey Fiske-Thompson, and Brooke Boone Kelly were listed as finalists for the 2020 San Diego Business Journal Business Woman of the Year award. Each year, the San Diego Business Journal ("Journal") recognizes dynamic women business leaders who have contributed significantly to San Diego's workplaces and communities. For the 2020 program, Carolyn, Kelli, Lindsey, and Brooke were listed among 121 finalists! Not all nominees were finalists. The San Diego Business Journal solicited nominations via email invitation to their mailing lists and via the paper journal circulation. Members of the Weatherly team nominated included Carolyn Taylor, Kelli Ruby, Lindsey Fiske-Thompson, and Brooke Boone Kelly. Nominees and finalists were as to provide contact information for professional references, and were evaluated based on their business accomplishments and community involvement. Weatherly supplied the information for the nominations by completing the Journal's questionnaire. Weatherly was not required to make payments or purchases to nominate, be nominated, be considered or included on the list related to the award. No organizational memberships were required of the Firm or individuals. The advertisement of nomination for the award is not representative of any one client's experience and is not indicative of Weatherly's future performance. Weatherly is not aware of any facts that would call into question the validity of the award, nominations for the award, or the appropriateness of related advertising.

### **<sup>58</sup>2020 Financial Advisor Magazine 2020 RIA Ranking:**

Weatherly Asset Management, L.P. was included in the Financial Advisor's Magazine of 2020 RIA Survey and Ranking List. This list is the publication's 14<sup>th</sup> annual ranking of independent advisory firms. The list and article are available to view in the print version of the August 2020 issue. The ranking was based on 2019 year end discretionary and non-discretionary AUM reported on ADV. To be eligible for the ranking, firms must be independent registered investment advisors and file their own ADV statement with the SEC, and provide financial planning and related services to individual clients. Firms must have at least \$50 million in assets under management as of December 31, 2019. Corporate RIA firms and investment advisor representatives (IARs) were not eligible for this survey. The list was segmented by asset categories: 1) \$1 billion and over; 2) \$500 million to <\$1 billion; 3) \$300 million to <\$500 million; 4) \$150 million to <\$300 million\*; 5) \$100 million to <\$150 million; and 6) <\$100 million. Within each of the asset category segments, firms were ranked by 2019 year end discretionary and non-discretionary AUM. Of the 137 firms in the \$500 million to <\$1 billion category, Weatherly was ranked 28. The comprehensive list consisted of 715 firms. Weatherly was ranked 342 overall. Weatherly received an email invitation to participate in FA's annual nation-wide RIA ranking survey. Weatherly completed the survey, which in addition to AUM, focused on services offered by the firm; service fee structure; anticipated changes to the business in the next 5 years; staffing and recruiting; operations and strategy. The survey review included information provided by Weatherly, as well as public data available through the firm's ADV filing. No payment was required for participating in the survey. After receiving notice of inclusion in the list and list publication, Weatherly elected not to pay for electronic use or hard copy reprints. No organizational memberships were required of the Firm or individuals. Ranking on this list is not representative of any one client's experience and is not indicative of Weatherly's future performance. Weatherly is not aware of any facts that would call into question the validity of the ranking or the appropriateness of advertising inclusion in this list.

### **<sup>57</sup>2019 Financial Advisor Magazine 2019 RIA Ranking:**

Weatherly Asset Management, L.P. was included in the Financial Advisor's Magazine of 2019 RIA Survey and Ranking List. This list is the publication's 13<sup>th</sup> annual ranking of independent advisory firms, and was published in the July 2019 issue. The ranking was based on 2018 year end discretionary and non-discretionary AUM reported on ADV. To be eligible for the ranking, firms must be independent registered investment advisors and file their own ADV statement with the SEC, and provide financial planning and related services to individual clients. Firms must have at least \$50 million in assets under management as of December 31, 2018. Corporate RIA firms and investment advisor representatives (IARs) were not eligible for this survey. The list was segmented by asset categories: 1) \$1 billion and over; 2) \$500 million to <\$1 billion; 3) \$300 million to <\$500 million; 4) \$150 million to <\$300 million\*; 5) \$100 million to <\$150 million; and 6) <\$100 million. Within each of the asset category segments, firms were ranked by 2019 year end discretionary and non-discretionary AUM. The comprehensive list consisted of 683 firms. Weatherly was ranked 339 overall. Weatherly received an email invitation to participate in FA's annual nation-wide RIA ranking survey. Weatherly completed the survey, which in addition to AUM, focused on services offered by the firm; service fee structure; anticipated changes to the business in the next 5 years; staffing and recruiting; operations and strategy. The survey review included information provided by Weatherly, as well as public data available through the firm's ADV filing. No payment was required for participating in the survey. After receiving notice of inclusion in the list and list publication, Weatherly elected not to pay for electronic use or hard copy reprints. No organizational memberships were required of the Firm or individuals. Ranking on this list is not representative of any one client's experience and is not indicative of Weatherly's future performance. Weatherly is not aware of any facts that would call into question the validity of the ranking or the appropriateness of advertising inclusion in this list.

### **<sup>56</sup>2018 Financial Advisor Magazine 2018 RIA Ranking:**

Weatherly Asset Management, L.P. was included in the Financial Advisor's Magazine of 2018 RIA Survey and Ranking List. This list is the publication's 12<sup>th</sup> annual ranking of independent advisory firms, and was published in the July 2018 issue. The criteria on which the ranking was based included 1) 2017 year end discretionary and non-discretionary AUM reported on ADV; 2) % growth in assets 2016-2017; 3) average assets per client; 4) percent growth in assets per client; 5) percent change in number of client relationships. To be eligible for the ranking, firms must be independent registered investment advisors and file their own ADV statement with the SEC, and provide financial planning and related services to individual clients. Firms must have at least \$50 million in assets under management as of December 31, 2017. Corporate RIA firms and investment advisor representatives (IARs) were not eligible for this survey. The list was segmented by asset categories: 1) \$1 billion and over; 2) \$500 million to <\$1 billion; 3) \$300 million to <\$500 million; 4) \$150 million to <\$300 million\*; 5) \$100 million to <\$150 million; and 6) <\$100 million. Within each of the asset category segments, firms were ranked by criteria #1 (2017 year end discretionary and non-discretionary AUM). The comprehensive list consisted of 707 firms. Weatherly was ranked 336 overall. Of the 144 firms in the \$500 million to <\$1 billion category, Weatherly was ranked 61. \*The print version of this list notes that firms with under \$300 million that participated in the survey are visible online with the link above. Weatherly received an email invitation to participate in FA's annual nation-wide RIA ranking survey. Weatherly completed the survey, which in addition to AUM, focused on services offered by the firm; service fee structure; anticipated changes to the business in the next 5 years; staffing and recruiting; operations and strategy. The survey review included information provided by Weatherly, as well as public data available through the firm's ADV filing. No payment was required for participating in the survey. After receiving notice of inclusion in the list and list publication, Weatherly elected not to pay for electronic use or hard copy reprints. No organizational memberships were required of the Firm or individuals. Ranking on this list is not representative of any one client's experience and is not indicative of Weatherly's future performance. Weatherly is not aware of any facts that would call into question the validity of the ranking or the appropriateness of advertising inclusion in this list.

### **<sup>55</sup>2020-Barron's Top 100 Women Financial Advisors**

Carolyn Taylor was included in Barron's July 2020 Top 100 Women Financial Advisors list. The criteria for ranking reflects assets under management as of 03/31/2020, revenue that the advisors generate for their Firms, and the quality of the advisor's practices. Investment performance is not an explicit criterion because the advisors' clients pursue a wide



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range of goals. In many instances, the primary goal is asset preservation. The scoring system assigns a top score of 100 and rates the rest by comparing them with the top-ranked advisor. Carolyn was ranked 63<sup>rd</sup>. Carolyn Taylor was invited to participate in the nomination process via email solicitation from Barron's, and nominated by colleagues for inclusion in the list. There are over 100 nominations, but only 100 published ranking spots. Barron's uses a proprietary method to rank advisors based on the criteria above. Weatherly provides this data to Barron's in the form of a survey response. Initial ranking is done by Barron's; publicly available data is verified by Barron's against SEC and FINRA reports. Barron's then conducts the next level of ranking. Data that is not independently verified by Barron's is then sent back to the Firm for verification. Barron's then incorporates any required changes into the ranking, and finalizes the list for editorial use and publishing. No payment was required for nomination or inclusion in the ranking. After receiving notice of inclusion in the top 100 ranking list, Weatherly paid Dow Jones & Company for custom hard copy reprints and digital access. No organizational memberships were required of the Firm or individuals. Ranking on this list is not representative of any one client's experience and is not indicative of Weatherly's future performance. Weatherly is not aware of any facts that would call into question the validity of the ranking or the appropriateness of advertising inclusion in this list.

### <sup>54</sup>2020- Financial Times 300 Top Registered Investment Advisors

Weatherly Asset Management, L.P. was included in the 2020 Financial Times 300 Top Registered Investment Advisors list. This list was published in print and online on FT.com, on July 30, 2020. The selection process for the Financial Times 300 ("FT 300") is based on the largest independent Registered Investment Advisors across the United States that meet the following criteria: To qualify as a candidate for the FT 300, an RIA firm must manage at least \$300 million in assets under management (as of 12/31/19), have no more than 75% of its practice's assets be institutional and be independent (it cannot be the RIA arm of a broker-dealer, for example). Financial Times invited roughly 4500 SEC registered RIA companies across the US who reported \$300mm or more in AUM to participate in the review process. Some 760 RIAs applied, and 300 made the final list. Qualified RIAs were required to fill out an online application, and were evaluated on several factors including AUM, AUM growth rate, years the firm has been in existence, industry certifications of staff, SEC compliance report, online accessibility and other factors such that the final list should include a diverse range of practice types. AUM comprised roughly 72 per cent of each adviser's score, while asset growth accounted for an average of 15 percent. Additionally, FT capped the number of companies from any one state. The cap was roughly based on the distribution of millionaires across the US. The research was conducted on behalf of the Financial Times by Ignites Research, a Financial Times sister publication. The 300 firms were listed by state and alphabetically by business name. Weatherly paid Financial Times for custom hard copy reprints and digital access after the list was published. Wealth managers do not pay a fee to be considered or placed on the final list. No organizational memberships were required of the Firm or individuals. Inclusion on this list is not representative of any one client's experience and is not indicative of Weatherly's future performance. Weatherly is not aware of any facts that would call into question the validity of the list or the appropriateness of advertising inclusion in this list.

### <sup>53</sup>2020- Wealth Management Firms List - San Diego Business Journal – May 2020

San Diego Business Journal included Weatherly Asset Management in the 2020 listing of Wealth Management Firms, published on May 4, 2020. Placed among the best in San Diego County, WAM lands the 16<sup>th</sup> spot of 42 firms in total. Eligibility requirements to participate included being a registered investment adviser with either the Securities Exchange Commission or the California Department of Corporations. The criteria by which Firms were ranked was based on assets managed in San Diego County for fiscal year 2019. After receiving an email invitation from the Journal to participate in the list, Weatherly completed a brief online survey. A third-party CPA was required to complete an attestation for total assets managed in 2019 and 2018. The Journal used the CPA attestation to verify Weatherly's assets under management for FY 2019 and FY 2018. It is not the intent of the list to endorse the participants nor to imply a firm's size or numerical rank indicates its quality. There was no fee to participate in the list ranking, and Weatherly was not required to advertise in, or subscribe to, the San Diego Business Journal. No organizational memberships were required of the Firm or individuals. Inclusion in the ranking is not representative of any one client's experience and is not indicative of Weatherly's future performance. Past performance is not necessarily indicative of future results. Weatherly is not aware of any facts that would call into question the validity of the ranking or the appropriateness of advertising inclusion in this list.

### <sup>52</sup>2020 Forbes Top Women Wealth Advisors – Shook Research – May 2020

Carolyn Taylor was nominated for Shook Research's 2020 Top Women Wealth Advisors list. She was invited to complete an online survey detailing information about her career, as well as Weatherly as a firm. Carolyn was named 325<sup>th</sup> out of 1,000 advisors in total. The 2020 Top Women Wealth Advisors ranking is based on firms' AUM as of 9/30/19 and reflects Weatherly's discretionary AUM of \$808 Million. The Forbes ranking of America's Top Women Wealth Advisors, developed by SHOOK Research, is based on an algorithm of: qualitative data, such as telephone and in-person interviews, a review of best practices, service and investing models, and compliance records; as well as quantitative data, like revenue trends and assets under management. All advisors have a minimum of seven years' experience. Portfolio performance is not a criteria due to varying client objectives and lack of audited data. Neither Forbes nor SHOOK receive a fee in exchange for rankings. In total, 32,000 nominations were received and 14,190 advisors were invited to complete the online survey. Throughout the research process, 11,864 telephone interviews and 2,356 in-person interviews were conducted. The ranking listed 1,000 advisors, and Carolyn was ranked 325<sup>th</sup>. Basic Requirements to be considered for the "Forbes Top Women Wealth Advisors" included: 1) 7 years as an advisor; 2) minimum 1 year at current firm 3) advisor must be recommended, and nominated, by Firm, 4) completion of online survey; 5) over 50% of revenue/production must be with individuals; and 6) an acceptable compliance record. In addition to the above basic requirements, advisors were also judged on the following quantitative figures: 1) revenue/production; weightings assigned for each; 2) assets under management—and quality of those assets—both custodied and a scrutinized look at assets held away (although individual numbers are used for ranking purposes, the ranking publishes the entire team's assets); 3) client-related data (i.e. retention.) NOTE: Portfolio performance was not considered - audited returns among advisors are rare, and differing client objectives provide varying returns. Qualitative considerations examined included but were not limited to: 1) telephone and in-person meetings with advisors; 2) compliance records and U4s; 3) advisors that provide a full client experience (factors examined include service model, investing processes, fee structure (higher % of fee-based assets earns more points), and breadth of services, including extensive use of Firm's platform and resources; 4) credentials (years of service can serve as proxy); 5) use of team & team dynamics; 6) community involvement; 7) discussions with management, peers, competing peers, and 8) telephone and in-person meetings. Compliance records and U4s were also reviewed in detail as part of the selection process including: 1) infractions denied or closed with no action; 2) complaints that arose from a product, service or advice initiated by a previous advisor or another member or former member of team; 3) length of time since complaint; 4) complaints related to product failure not related to investment advice; 5) complaints that have been settled to appease a client who remained with the advisor for at least one year following settlement date; 6) complaints that were proven to be meritless; and 7) actions taken as a result of administrative error or failure by firm. Weatherly Asset Management did not pay any fees to SHOOK to be nominated or included in the "Forbes Top Women Wealth Advisors" list and Weatherly was not required to advertise in, or subscribe to, Forbes. As of the time of this disclosure, Weatherly did not elect to pay for reprints of the list. Inclusion in this ranking is not representative of any one client's experience and is not indicative of Weatherly's future performance. Weatherly is not aware of any facts that would call into question the validity of the ranking or the appropriateness of advertising the award. SHOOK Disclosures: SHOOK is completely independent and objective and does not receive compensation from the advisors, Firms, the media, or any other source in exchange for placement on a ranking. SHOOK is funded through conferences, publications and research partners. Since every investor has unique needs, investors must carefully choose the right Advisor for their own situation and perform their own due diligence. SHOOK's research and rankings provide opinions for how to choose the right Financial Advisor.

### <sup>51</sup>2020 Five Star Wealth Managers – February 2020

In September 2019, Five Star Professional completed an interview process to determine 2020 Five Star Wealth Managers. Weatherly's senior team, including Carolyn Taylor, Brent Armstrong, and Kelli Ruby all received this inclusion to participate. Upon completion, all three advisors were named 2020 Five Star Wealth Managers. The Five Star Wealth Manager award, administered by Crescendo Business Services, LLC (dba Five Star Professional), is based on 10 objective criteria. Eligibility criteria – required: 1. Credentialed as a registered investment adviser or a registered investment adviser representative; 2. Actively employed as a registered investment adviser or as a principal of a registered investment adviser firm for a minimum of 5 years; 3. Favorable regulatory and complaint history review (As defined by Five Star Professional, the wealth manager has not; A. Been subject to a regulatory action that resulted in a license being suspended or revoked, or payment of a fine; B. Had more than a total of three settled or pending complaints led against them and/or a total of five settled, pending, dismissed or denied complaints with any regulatory authority or Five Star Professional's consumer complaint process. Unfavorable feedback may have been discovered through a check of complaints registered with a regulatory authority or complaints registered through Five Star Professional's consumer complaint process; feedback may not be representative of any one client's experience; C. Individually contributed to a financial settlement of a customer complaint; D. Filed for personal bankruptcy within the past 11 years; E. Been terminated from a financial services firm within the past 11 years; F. Been convicted of a felony); 4. Fulfilled their firm review based on internal standards; 5. Accepting new clients. Evaluation criteria – considered: 6. One-year client retention rate; 7. Five-year client retention rate; 8. Non-institutional discretionary and/or non-discretionary client assets administered; 9. Number of client households served; 10. Education and professional designations. The Five Star Wealth Manager award program recognizes and promotes wealth managers. Five Star Wealth Manager candidates were identified by one of three sources; firm nomination, peer nomination or pre-qualification based on industry standing. Five Star Professional notified advisors of their candidacy for the award via an email solicitation. Weatherly provided data in the form of an online survey submission and each advisor participated in a phone interview to confirm personal information. Neither Weatherly nor its employees were required to be a member of an organization to be eligible to receive the award. No payment was required of Weatherly to be considered for the award or to be named a Five Star



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Wealth Manager. Once awarded, wealth managers may opt to purchase additional profile ad space or related award promotional products. Weatherly purchased additional profile ad space in the Wall Street Journal and digital and hard-copy reprints. Wealth managers do not pay a fee to be considered or placed on the final list of Five Star Wealth Managers. The award does not evaluate quality of services provided to clients. The Five Star award is not indicative of the wealth manager's future performance. Wealth managers may or may not use discretion in their practice and therefore may not manage their client's assets. The inclusion of a wealth manager on the Five Star Wealth Manager list should not be construed as an endorsement of the wealth manager by Five Star Professional. Working with a Five Star Wealth Manager or any wealth manager is no guarantee as to future investment success, nor is there any guarantee that the selected wealth managers will be awarded this accomplishment by Five Star Professional in the future. Five Star Professional is not an advisory firm, and the contents of the advertisement should not be construed as financial advice. For more information on the Five Star award and the research/selection methodology, go to [www.fivestarpromotional.com](http://www.fivestarpromotional.com). Five Star considered 2,018 San Diego wealth managers for the award; 219 (11 percent of candidates) were named 2020 Five Star Wealth Managers. Five Star Professional conducts a regulatory review of each nominated wealth manager using the Investment Advisor Public Disclosure (IAPD) website. Five Star Professional also uses multiple supporting processes to help ensure that a favorable regulatory and complaint history exists. Data submitted through these processes was applied per the above criteria: 1) each wealth manager who passes the Five Star Professional regulatory review must attest that they meet the definition of a favorable regulatory history, based on the criteria listed above; 2) Five Star Professional promotes via local advertising the opportunity for consumers to confidentially submit complaints regarding a wealth manager; and 3) Five Star Professional contacted approximately 1 in 12 households identified as having a high propensity to use the services of wealth managers in order to provide consumers the opportunity to submit complaints regarding a wealth manager. Receipt of this award is not representative of any one client's experience and is not indicative of Weatherly's future performance. Weatherly is not aware of any facts that would call into question the validity of the award or the appropriateness of advertising the award.

### <sup>50</sup>2020 Forbes Best-In-State Wealth Advisors – Shook Research – March 2020

Carolyn Taylor was nominated for Shook Research's 2020 Best-in-State Wealth Advisors list. She was invited to complete an online survey detailing information about her career, as well as Weatherly as a firm. Carolyn was named 5<sup>th</sup> out of the 80 named from Southern California. In total, the list showcased over 4,000 wealth managers. The list was published on January 16<sup>th</sup>, 2020 on Forbes.com. The 2020 Best-In-State ranking is based on firms' AUM as of 6/30/19 and reflects Weatherly's AUM of \$863,756,581. After a routine internal audit, Weatherly's corrected AUM as of 6/30/19 was calculated at \$853,915,237. Weatherly disclosed this correction to SHOOK but the deadline for incorporating changes to the published list had past. The 2020 Forbes ranking of Best-In-State Wealth Advisors, developed by SHOOK Research, is based on an algorithm of qualitative criteria, mostly gained through telephone and in-person due diligence interviews, and quantitative data. The ranking algorithm is designed to fairly compare the business practices of a large group of advisors based on quantitative and qualitative elements. Data are weighted to ensure priorities are given to dynamics such as preferred "best practices", business models, recent business activity, etc. Each variable is graded and represents a certain value for each measured component. These data are fed into an algorithm that measures thousands of advisors against each other. The algorithm weighted factors including revenue trends, assets under management, compliance records, industry experience and those advisors that encompass best practices in their practices and approach to working with clients. Portfolio performance is not a criteria due to varying client objectives and lack of audited data. Neither Forbes nor SHOOK receive a fee in exchange for rankings. In total, 32,000 nominations were received and 7,556 advisors were invited to complete the online survey. Throughout the research process, 11,864 telephone interviews and 2,336 in-person interviews were conducted. The ranking listed over 4,000 advisors, 80 of which were located in Southern California. Basic Requirements to be considered for the "Forbes Best-in-State Wealth Advisors" included: 1) 7 years as an advisor; 2) minimum 1 year at current firm 3) advisor must be recommended, and nominated, by Firm, 4) completion of online survey; 5) over 50% of revenue/production must be with individuals; and 6) an acceptable compliance record. In addition to the above basic requirements, advisors were also judged on the following quantitative figures: 1) revenue/production; weightings assigned for each; 2) assets under management—and quality of those assets—both custodied and a scrutinized look at assets held away (although individual numbers are used for ranking purposes, the ranking publishes the entire team's assets); 3) client-related data (i.e. retention.) NOTE: Portfolio performance was not considered - audited returns among advisors are rare, and differing client objectives provide varying returns. Qualitative considerations examined included but were not limited to: 1) telephone and in-person meetings with advisors; 2) advisors exhibiting "best practices" within their practices and approach to working with clients and 3) advisors that provide a full client experience (factors examined include service model, investing processes, fee structure (higher % of fee-based assets earns more points,) and breadth of services, including extensive use of Firm's platform and resources; 4) credentials (years of service can serve as proxy); 5) use of team & team dynamics; 6) community involvement; 7) discussions with management, peers, competing peers, and 8) telephone and in-person meetings. Compliance records and U4s were also reviewed in detail as part of the selection process including: 1) infractions denied or closed with no action; 2) complaints that arose from a product, service or advice initiated by a previous advisor or another member or former member of team; 3) length of time since complaint; 4) complaints related to product failure not related to investment advice; 5) complaints that have been settled to appease a client who remained with the advisor for at least one year following settlement date; 6) complaints that were proven to be meritless; and 7) actions taken as a result of administrative error or failure by firm. Weatherly Asset Management did not pay any fees to SHOOK to be nominated or included in the "Forbes Best-In-State Wealth Advisors" list and Weatherly was not required to advertise in, or subscribe to, Forbes. As of the time of this disclosure, Weatherly did not elect to pay for reprints of the list. Inclusion in this ranking is not representative of any one client's experience and is not indicative of Weatherly's future performance. Weatherly is not aware of any facts that would call into question the validity of the ranking or the appropriateness of advertising the award. SHOOK Disclosures: SHOOK is completely independent and objective and does not receive compensation from the advisors, Firms, the media, or any other source in exchange for placement on a ranking. SHOOK is funded through conferences, publications and research partners. Since every investor has unique needs, investors must carefully choose the right Advisor for their own situation and perform their own due diligence. SHOOK's research and rankings provide opinions for how to choose the right Financial Advisor.

### <sup>49</sup>2020 – Barron's 2020 Top 1200 Advisors – March 2020

Carolyn Taylor was included in Barron's 2020 Top 1200 Advisor Rankings by State list. The full list can be viewed on Barron's website. The criteria for ranking reflects assets under management as of 12/31/2019, revenue that the advisors generate for their Firms, regulatory record, quality of the advisor's practices, and philanthropic work. Investment performance is not an explicit criterion because the advisors' clients pursue a wide range of goals. In many instances, the primary goal is asset preservation. The scoring system assigns a top score of 100 and rates the rest by comparing them with the top-ranked advisor. Carolyn Taylor was nominated for inclusion in the list. Survey data was submitted by over 4000 advisors, but only 1200 were published in the ranking. Barron's uses a proprietary method to rank advisors based on the criteria above. Weatherly provides this data to Barron's in the form of a survey response. Initial ranking is done by Barron's; publicly available data is verified by Barron's against SEC and FINRA reports. Barron's then conducts the next level of ranking. Data that is not independently verified by Barron's is then sent back to the Firm for verification. Barron's then incorporates any required changes into the ranking, and finalizes the list for editorial use and publishing. The Top 1,200 are drawn from all 50 states, plus the District of Columbia. This ranking is the largest and most comprehensive of the annual Barron's advisor listings. It includes a cross section of private-wealth advisors, from independents who own and operate their own practices to advisors from the large Wall Street firms. This special report lists the top advisors in each state, with the number of ranking spots determined by each state's population and wealth. Carolyn Taylor ranked 86<sup>th</sup> in the state of California. No payment was required for nomination or inclusion in the ranking. \* After notice of inclusion in the top 1200 list, Weatherly paid Dow Jones Reprints and Licensing for custom hard copy reprints and digital access after the list was published. Wealth Managers do not pay a fee to be considered or placed on the final list. No organizational memberships were required of the Firm or individuals. Ranking on this list is not representative of any one client's experience and is not indicative of Weatherly's future performance. Weatherly is not aware of any facts that would call into question the validity of the ranking or the appropriateness of advertising inclusion in this list. \*updated 3/27/2020

### <sup>46</sup>2019- Wealth Management Firms List - San Diego Business Journal - July 2019

San Diego Business Journal included Weatherly Asset Management in the 2019 listing of Wealth Management Firms, published on July 8, 2019. Placed among the best in San Diego County, WAM lands the 16<sup>th</sup> spot of 30 firms in total. Eligibility requirements to participate included being a registered investment adviser with either the Securities Exchange Commission or the California Department of Corporations. The criteria by which Firms were ranked was based on assets managed in San Diego County for fiscal year 2018. After receiving an email invitation from the Journal to participate in the list, Weatherly completed a brief online survey. A third-party CPA was required to complete an attestation for total assets managed in 2018 and 2017. The Journal used the CPA attestation to verify Weatherly's assets under management for FY 2018 and FY 2017. It is not the intent of the list to endorse the participants nor to imply a firm's size or numerical rank indicates its quality. There was no fee to participate in the list ranking, and Weatherly was not required to advertise in, or subscribe to, the San Diego Business Journal. After being included in the list, Weatherly paid the San Diego Business Journal \$250 to be highlighted on the list. No organizational memberships were required of the Firm or individuals. Inclusion in the ranking is not representative of any one client's experience and is not indicative of Weatherly's future performance. Past performance is not necessarily indicative of future results. Weatherly is not aware of any facts that would call into question the validity of the ranking or the appropriateness of advertising inclusion in this list.

### <sup>47</sup>2019 Business Woman of the Year Finalist – San Diego Business Journal

Carolyn Taylor, Kelli Ruby, and Brooke Boone were listed as finalists for the 2019 San Diego Business Journal Business Woman of the Year award. Each year, the San Diego Business Journal ("Journal") recognizes dynamic women business leaders who have contributed significantly to San Diego's workplaces and communities. For the 2019 program, Carolyn, Brooke, and Kelli were listed among 96 finalists! Not all nominees were finalists. The San Diego Business Journal solicited nominations via email invitation to their mailing lists and via the paper journal circulation. Members of the Weatherly team nominated Carolyn Taylor, Kelli Ruby, Brooke Boone and Lindsey Thompson. Nominees



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and finalists were asked to provide contact information for professional references, and were evaluated based on their business accomplishments and community involvement. Weatherly supplied the information for the nominations by completing the Journal's questionnaire. Weatherly was not required to make payments or purchases to nominate, be nominated, be considered or included on the list related to the award. After receiving notice of being named a finalist, Weatherly paid the Journal for Brooke and Kelli to attend the awards ceremony. No organizational memberships were required of the Firm or individuals. The advertisement of nomination for the award is not representative of any one client's experience and is not indicative of Weatherly's future performance. Weatherly is not aware of any facts that would call into question the validity of the award, nominations for the award, or the appropriateness of related advertising.

### **<sup>46</sup>2019- Inc. 5000 Fastest-Growing Private Companies in America #4662**

Weatherly Asset Management, L.P. was included in the 2019 Inc. 5000 list of fastest-growing private companies in America. This list is the publication's 13th annual ranking of independent advisory firms, and was published in the July 2019 issue. Companies on the 2019 Inc. 5000 list are ranked according to percentage revenue growth from 2015-2018. To be eligible, the company must 1) be privately-owned, based in the United States, and independent (not a subsidiary or division of another company); 2) have generated revenue by March 31st, 2015; 3) have generated at least \$100,000 in revenue in 2015; 4) have generated at least \$2 million in revenue in 2018; and 5) have had revenue in 2018 that exceeded revenue in 2015. Inc. defines revenue as gross revenue, less returns and allowances, before any cost of goods sold. Inc. requires eligible companies to complete one of three revenue verification process options. Weatherly completed Inc.'s Revenue Verification Form, and had the Firm's 3rd party certified public accountant sign the form attesting to the complete accuracy of the information. The CPA is a licensed professional with credentials that are current and in good standing, per requirements of Inc.'s verification process. Growth rates used to determine company rankings were calculated to three decimal places. Over 5000 companies applied to be considered for the list. There were no ties on this year's Inc. 5000. Weatherly was ranked 4662. Weatherly received an email invitation to participate in Inc. 5000's ranking list from Weatherly's Vistage Group Chair, Charles Furman, and a 20% discount to apply. Vistage is a partner of Inc. Weatherly paid for digital and hard copy reprints of the list. Weatherly was not required to advertise in, or subscribe to, Inc. magazine. No organizational memberships were required of the Firm or individuals. Inclusion in the ranking is not representative of any one client's experience and is not indicative of Weatherly's future performance. Weatherly is not aware of any facts that would call into question the validity of the list or the appropriateness of advertising the ranking in the list.

### **<sup>45</sup>2019- Financial Times 300 Top Registered Investment Advisors: Advertisement in Financial Times**

Weatherly Asset Management, L.P. was included in the 2019 Financial Times 300 Top Registered Investment Advisors list. This list was published in print and online on FT.com, on June 27, 2019. The selection process for the Financial Times 300 ("FT 300") is based on the largest independent Registered Investment Advisors across the United States that meet the following criteria. To qualify as a candidate for the FT 300, an RIA firm must, manage at least \$300 million in assets under management (as of 12/31/18), have no more than 75% of its practice's assets be institutional and be independent (it cannot be the RIA arm of a broker-dealer, for example). Financial Times invited more than 2000 SEC registered RIA companies across the US who reported \$300mm or more in AUM to participate in the review process. Some 740 RIAs applied, and 300 made the final list. Qualified RIAs were required to fill out an online application, and were evaluated on several factors including AUM, AUM growth rate, years the firm has been in existence, industry certifications of staff, SEC compliance report, online accessibility and other factors such that the final list should include a diverse range of practice types. AUM comprised roughly 70 to 75 per cent of each adviser's score, while asset growth accounted for an average of 15 percent. Additionally, FT capped the number of companies from any one state. The cap was roughly based on the distribution of millionaires across the US. The research was conducted on behalf of the Financial Times by Ignites Research, a Financial Times sister publication. The 300 firms were listed by state and alphabetically by business name. Weatherly paid Financial Times for custom hard copy reprints and digital access after the list was published. Wealth managers do not pay a fee to be considered or placed on the final list. No organizational memberships were required of the Firm or individuals. Inclusion on this list is not representative of any one client's experience and is not indicative of Weatherly's future performance. Weatherly is not aware of any facts that would call into question the validity of the list or the appropriateness of advertising inclusion in this list.

### **<sup>44</sup>2014 Council for Youth Empowerment (CYE) Miss California Pageant**

In 2014, Chrissy Rhamy won CYE's Miss California Pageant. Developed by the Council for Youth Empowerment, CYE's Miss California Pageant exists to provide personal and professional opportunities for young women. The programs provide a forum for today's young women to express their viewpoints and accomplishments to the public-at-large during the ensuring year. Almost all contestants have goals of receiving, or are in the process of earning, college or postgraduate degrees and utilize the Miss California scholarships to further their educations. To become CYE's Miss California, a contestant must first win a local competition, a process requiring personal commitment, and hard work. More than 400 young women participate each year in local preliminary pageants, culminating in the selection of finalists who vie for CYE's Miss California titles. Dozens of volunteers organize the local preliminary and state competitions, promoting community involvement throughout the state. Miss California and the preliminary titleholders partner with numerous corporate sponsors to raise funds for civic and charitable organizations tied to their community service platform issues. These corporate sponsors become involved with CYE's Scholarship Programs on philosophical, promotional and personal levels. To participate in the pageant, contestants must have held a 2013 CYE Pageant Title and pay the Registration Fee of \$125.00. 78 Women competed in the pageant and 18 in Chrissy's age division.

### **<sup>43</sup>2019 Forbes Best-In-State Wealth Advisors – Shook Research**

August of 2018, Carolyn Taylor and Candise Holmlund were nominated for Shook Research's 2019 Best-in-State Wealth Advisors list. Both were invited to complete an online survey detailing information about their careers as well as Weatherly as a firm. Carolyn was named 4th out of the 55 named from Southern California. In total, the list showcased over 3,000 wealth managers. The list was published on February 20th, 2019 on Forbes.com. The 2019 Forbes ranking of Best-In-State Wealth Advisors, developed by SHOOK Research, is based on an algorithm of qualitative criteria, mostly gained through telephone and in-person due diligence interviews, and quantitative data. The ranking algorithm is designed to fairly compare the business practices of a large group of advisors based on quantitative and qualitative elements. Data are weighted to ensure priorities are given to dynamics such as preferred "best practices", business models, recent business activity, etc. Each variable is graded and represents a certain value for each measured component. These data are fed into an algorithm that measures thousands of advisors against each other. The algorithm weighted factors including revenue trends, assets under management, compliance records, industry experience and those advisors that encompass best practices in their practices and approach to working with clients. Portfolio performance is not a criteria due to varying client objectives and lack of audited data. Neither Forbes or SHOOK receive a fee in exchange for rankings. Basic Requirements to be considered for the "Forbes Best-in-State Wealth Advisors" included: 1) 7 years as an advisor; 2) minimum 1 year at current firm 3) advisor must be recommended, and nominated, by Firm, 4) completion of online survey; 5) over 50% of revenue/production must be with individuals; and 6) an acceptable compliance record. In addition to the above basic requirements, advisors were also judged on the following quantitative figures: 1) revenue/production; weightings assigned for each; 2) assets under management—and quality of those assets—both custodied and a scrutinized look at assets held away. (Although individual numbers are used for ranking purposes, the ranking publishes the entire team's assets); 3) client-related data (ie retention.) NOTE: Portfolio performance was not considered - audited returns among advisors are rare, and differing client objectives provide varying returns. Qualitative considerations examined included but were not limited to: 1) telephone and in-person meetings with advisors; 2) advisors exhibiting "best practices" within their practices and approach to working with clients and 3) advisors that provide a full client experience (factors examined include service model, investing processes, fee structure (higher % of fee-based assets earns more points,) and breadth of services, including extensive use of Firm's platform and resources; 4) credentials (years of service can serve as proxy); 5) use of team & team dynamics; 6) community involvement; 7) discussions with management, peers, competing peers, and 8) telephone and in-person meetings. Compliance records and U4s were also reviewed in detail as part of the selection process including: 1) infractions denied or closed with no action; 2) complaints that arose from a product, service or advice initiated by a previous advisor or another member or former member of team; 3) length of time since complaint; 4) complaints related to product failure not related to investment advice; 5) complaints that have been settled to appease a client who remained with the advisor for at least one year following settlement date; 6) complaints that were proven to be meritless; and 6) actions taken as a result of administrative error or failure by firm. Weatherly Asset Management did not pay any fees to SHOOK to be nominated or included in the "Forbes Best-In-State Wealth Advisors" list and Weatherly was not required to advertise in, or subscribe to, Forbes. As of the time of this disclosure, Weatherly did not elect to pay for reprints of the list. In total, 29,334 nominations were received and 5,961 advisors were invited to complete the online survey. Throughout the research process, over 9,230 telephone interviews and 1,757 in-person interviews were conducted. The ranking listed 3000 advisors, 55 of which were located in Southern California. Inclusion in this ranking is not representative of any one client's experience and is not indicative of Weatherly's future performance. Weatherly is not aware of any facts that would call into question the validity of the ranking or the appropriateness of advertising the award. SHOOK Disclosures: SHOOK is completely independent and objective and does not receive compensation from the advisors, Firms, the media, or any other source in exchange for placement on a ranking. SHOOK is funded through conferences, publications and research partners. Since every investor has unique needs, investors must carefully choose the right Advisor for their own situation and perform their own due diligence. SHOOK's research and rankings provide opinions for how to choose the right Financial Advisor.

### **<sup>42</sup>2019 Five Star**

In September 2018, Five Star Professional completed an interview process to determine 2019 Five Star Wealth Managers. Weatherly's senior team, including Carolyn Taylor, Candise Holmlund, Brent Armstrong, Ashley Copp, and Kelli Ruby all received this inclusion to participate. Upon completion, all five advisors were named 2019 Five Star Wealth Managers. The Five Star Wealth Manager award, administered by Crescendo Business Services, LLC (dba Five Star Professional), is based on 10 objective criteria. Eligibility



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criteria – required: 1. Credentialed as a registered investment adviser or a registered investment adviser representative; 2. Actively employed as a registered investment adviser or as a principal of a registered investment adviser firm for a minimum of 5 years; 3. Favorable regulatory and complaint history review (As defined by Five Star Professional, the wealth manager has not; A. Been subject to a regulatory action that resulted in a license being suspended or revoked, or payment of a fine; B. Had more than a total of three settled or pending complaints led against them and/or a total of five settled, pending, dismissed or denied complaints with any regulatory authority or Five Star Professional's consumer complaint process. Unfavorable feedback may have been discovered through a check of complaints registered with a regulatory authority or complaints registered through Five Star Professional's consumer complaint process; feedback may not be representative of any one client's experience; C. Individually contributed to a financial settlement of a customer complaint; D. Filed for personal bankruptcy within the past 11 years; E. Been terminated from a financial services firm within the past 11 years; F. Been convicted of a felony); 4. Fulfilled their firm review based on internal standards; 5. Accepting new clients. Evaluation criteria – considered: 6. One-year client retention rate; 7. Five-year client retention rate; 8. Non-institutional discretionary and/or non-discretionary client assets administered; 9. Number of client households served; 10. Education and professional designations. The Five Star Wealth Manager award program recognizes and promotes wealth managers. Five Star Wealth Manager candidates were identified by one of three sources; firm nomination, peer nomination or pre-qualification based on industry standing. Five Star Professional notified advisors of their candidacy for the award via an email solicitation. Weatherly provided data in the form of an online survey submission and each advisor participated in a phone interview to confirm personal information. Neither Weatherly nor its employees were required to be a member of an organization to be eligible to receive the award. No payment was required of Weatherly to be considered for the award or to be named a Five Star Wealth Manager. Once awarded, wealth managers may opt to purchase additional profile ad space or related award promotional products. Wealth managers do not pay a fee to be considered or placed on the final list of Five Star Wealth Managers. The award does not evaluate quality of services provided to clients. Once awarded, wealth managers may purchase additional profile ad space or promotional products. The Five Star award is not indicative of the wealth manager's future performance. Wealth managers may or may not use discretion in their practice and therefore may not manage their client's assets. The inclusion of a wealth manager on the Five Star Wealth Manager list should not be construed as an endorsement of the wealth manager by Five Star Professional. Working with a Five Star Wealth Manager or any wealth manager is no guarantee as to future investment success, nor is there any guarantee that the selected wealth managers will be awarded this accomplishment by Five Star Professional in the future. Five Star Professional is not an advisory firm, and the contents of the advertisement should not be construed as financial advice. For more information on the Five Star award and the research/selection methodology, go to [www.fivestarprofessional.com](http://www.fivestarprofessional.com). Five Star considered 1,885 San Diego wealth managers for the award; 224 (12 percent of candidates) were named 2019 Five Star Wealth Managers. Five Star Professional conducts a regulatory review of each nominated wealth manager using the Investment Advisor Public Disclosure (IAPD) website. Five Star Professional also uses multiple supporting processes to help ensure that a favorable regulatory and complaint history exists. Data submitted through these processes was applied per the above criteria: 1) each wealth manager who passes the Five Star Professional regulatory review must attest that they meet the definition of a favorable regulatory history, based on the criteria listed above; 2) Five Star Professional promotes via local advertising the opportunity for consumers to confidentially submit complaints regarding a wealth manager; and 3) Five Star Professional contacted approximately 1 in 12 households identified as having a high propensity to use the services of wealth managers in order to provide consumers the opportunity to submit complaints regarding a wealth manager. Receipt of this award is not representative of any one client's experience and is not indicative of Weatherly's future performance. Weatherly is not aware of any facts that would call into question the validity of the award or the appropriateness of advertising the award.

### <sup>41</sup>2018 Business Woman of the Year Finalist – San Diego Business Journal

Carolyn Taylor was listed as a finalist for the 2018 San Diego Business Journal Business Woman of the Year award. Each year, the San Diego Business Journal ("Journal") recognizes dynamic women business leaders who have contributed significantly to San Diego's workplaces and communities. For the 2018 program, Carolyn was listed among 103 finalists! Click here to view the full article. Nominees and finalists were evaluated based on the following criteria: 1) contributions to her company/organization above and beyond the normal position requirement; 2) management of 3 or more part or full-time employees; 3) been in business for 5+ years; and 4) commitment to community service. Weatherly supplied the information for the nomination in the form of a survey. To celebrate the 25th anniversary of the event, 25 women were honored as winners. The winners were chosen by an independent judging panel of successful business women. There were over 200 nominations; Carolyn did not receive the award, but was one of 103 finalists for the award. Weatherly was not required to make payments or purchases to nominate, be nominated, be considered or included on the list related to the award. Weatherly paid the Journal for Carolyn and 4 colleagues to attend the awards ceremony program. No organizational memberships were required of the Firm or individuals. The advertisement of nomination for the award is not representative of any one client's experience and is not indicative of Weatherly's future performance. Weatherly is not aware of any facts that would call into question the validity of the award, nominations for the award, or the appropriateness of related advertising.

### <sup>39</sup>2018-Woman of the Year / Celebrating Women – San Diego Magazine – September, 2018

Carolyn Taylor and Candise Holmlund were finalists for the San Diego Magazine's 2018 Celebrating Women award series, including "Woman of the Year." One individual was chosen as Woman of the Year among all the nominees across the following categories: Industry Leader, Nonprofit Visionary, Rising Star and Military Service. San Diego Magazine announced the winners as well as the list of 189 finalists across all categories on September 27, 2018. Carolyn and Candise were nominated as Industry Leaders by their colleagues. This award recognizes an individual who is a dynamic and passionate leader who has a positive influence on others and works tirelessly for causes near and dear to his/her heart, and women who've successfully executed on a strategy, and transformed their business line or brand. Kelli Ruby, Ashley Copp, and Lindsey Fiske Thompson were nominated as Rising Stars by their colleagues, but were not named finalists. This category is designed for women on the rise, making their mark, even at the early stages of their careers. San Diego Magazine solicited nominations via email in the form of an online survey. Nominators are asked to provide subjective justification, detailed professional achievements, and additional comments regarding the individual nominee. The nominations were reviewed by San Diego magazine staff and a judging panel consisting of winners from the past five years. More than 300 women were nominated and only half qualified as finalists. No payment was required for to be nominated or considered for the award. No organizational memberships were required of the Firm or individuals. The nomination for the award is not representative of any one client's experience and is not indicative of Weatherly's future performance. Weatherly is not aware of any facts that would call into question the validity of the award, nominations for the award, or the appropriateness of related advertising.

### <sup>38</sup>2018- Financial Times 300 Top Registered Investment Advisors: Advertisement in Financial Times - Southern California Region

Weatherly Asset Management, L.P. was included in the 2018 Financial Times 300 Top Registered Investment Advisors list. This list was published in print and online on FT.com, on June 28, 2018. The selection process for the Financial Times 300 ("FT 300") is based on the largest independent Registered Investment Advisors across the United States that meet the following criteria: To qualify as a candidate for the FT 300, an RIA firm must manage at least \$300 million in assets under management (as of 12/31/17), have no more than 75% of its practice's assets be institutional, be independent (it cannot be the RIA arm of a broker-dealer, for example). Financial Times invited more than 2000 SEC registered RIA companies across the US who reported \$300mm or more in AUM to participate in the review process. About 760 RIAs applied, and 300 made the final list. Qualified RIAs were required to fill out an online application, and were evaluated on several factors including AUM, AUM growth rate, years the firm has been in existence, industry certifications of staff, SEC compliance report, online accessibility and other factors such that the final list should include a diverse range of practice types. AUM comprised roughly 70 to 75 per cent of each adviser's score, while asset growth accounted for an additional 15 to 20 percent. Additionally, FT capped the number of companies from any one state. The cap was roughly based on the distribution of millionaires across the US. The research was conducted on behalf of the Financial Times by Ignites Research, a Financial Times sister publication. The 300 firms were listed by state and alphabetically by business name. Weatherly paid Financial Times for custom hard copy reprints and digital access after the list was published. Wealth managers do not pay a fee to be considered or placed on the final list. No organizational memberships were required of the Firm or individuals. Inclusion on this list is not representative of any one client's experience and is not indicative of Weatherly's future performance. Weatherly is not aware of any facts that would call into question the validity of the list or the appropriateness of advertising inclusion in this list.

### <sup>36</sup>2018- Wealth Management Firms List - San Diego Business Journal -March 2018

San Diego Business Journal included Weatherly Asset Management in the 2018 listing of Wealth Management Firms, published on March 5, 2018. Placed among the best in San Diego County, WAM lands the 16th spot of 34 firms in total. Eligibility requirements to participate included being a registered investment adviser with either the Securities Exchange Commission or the California Department of Corporations. The criteria by which Firms were ranked was based on assets managed in San Diego County for fiscal year 2017. After receiving an email invitation from the Journal to participate in the list, Weatherly completed a brief online survey, including the submission of the Firm's ADV. The ranking information was verified by the Journal through ADV forms filed for FY 2017 and [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). It is not the intent of the list to endorse the participants nor to imply a firm's size or numerical rank indicates its quality. There was no fee to participate in the list ranking, and Weatherly was not required to advertise in, or subscribe to, the San Diego



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Business Journal. After being included in the list, Weatherly paid the San Diego Business Journal for paper and electronic use reprints. No organizational memberships were required of the Firm or individuals. Ranking on this list is not representative of any one client's experience and is not indicative of Weatherly's future performance. Weatherly is not aware of any facts that would call into question the validity of the ranking or the appropriateness of advertising inclusion in this list.

<sup>34</sup>**2018- Five Star** In September 2017, Five Star Professional completed an interview process to determine 2018 Five Star Wealth Managers. Weatherly's senior team, including Carolyn Taylor, Candise Holmlund, Brent Armstrong, Ashley Copp, and Kelli Ruby all received this inclusion to participate. Upon completion, all five advisors were named 2018 Five Star Wealth Managers. The Five Star Wealth Manager award, administered by Crescendo Business Services, LLC (dba Five Star Professional), is based on 10 objective criteria. Eligibility criteria – required: 1. Credentialed as a registered investment adviser or a registered investment adviser representative; 2. Actively licensed as a registered investment adviser or as a principal of a registered investment adviser firm for a minimum of 5 years; 3. Favorable regulatory and complaint history review (As defined by Five Star Professional, the wealth manager has not; A. Been subject to a regulatory action that resulted in a license being suspended or revoked, or payment of a fine; B. Had more than a total of three settled or pending complaints led against them and/or a total of five settled, pending, dismissed or denied complaints with any regulatory authority or Five Star Professional's consumer complaint process. Unfavorable feedback may have been discovered through a check of complaints registered with a regulatory authority or complaints registered through Five Star Professional's consumer complaint process; feedback may not be representative of any one client's experience; C. Individually contributed to a financial settlement of a customer complaint; D. Filed for personal bankruptcy within the past 11 years; E. Been terminated from a financial services firm within the past 11 years; F. Been convicted of a felony); 4. Fulfilled their firm review based on internal standards; 5. Accepting new clients. Evaluation criteria – considered: 6. One-year client retention rate; 7. Five-year client retention rate; 8. Non-institutional discretionary and/or non-discretionary client assets administered; 9. Number of client households served; 10. Education and professional designations. The Five Star Wealth Manager award program recognizes and promotes wealth managers. Five Star Wealth Manager candidates were identified by one of three sources; firm nomination, peer nomination or pre-qualification based on industry standing. Five Star Professional notified advisors of their candidacy for the award via an email solicitation. Weatherly provided data in the form of an online survey submission. Neither Weatherly nor its employees were required to be a member of an organization to be eligible to receive the award. No payment was required of Weatherly to be considered for the award or to be named a Five Star Wealth Manager. Once awarded, wealth managers may opt to purchase additional profile ad space or related award promotional products. Wealth managers do not pay a fee to be considered or placed on the final list of Five Star Wealth Managers. The award does not evaluate quality of services provided to clients. Once awarded, wealth managers may purchase additional profile ad space or promotional products. The Five Star award is not indicative of the wealth manager's future performance. Wealth managers may or may not use discretion in their practice and therefore may not manage their client's assets. The inclusion of a wealth manager on the Five Star Wealth Manager list should not be construed as an endorsement of the wealth manager by Five Star Professional. Working with a Five Star Wealth Manager or any wealth manager is no guarantee as to future investment success, nor is there any guarantee that the selected wealth managers will be awarded this accomplishment by Five Star Professional in the future. Five Star Professional is not an advisory firm, and the contents of the advertisement should not be construed as financial advice. For more information on the Five Star award and the research/selection methodology, go to [www.fivestarpromotional.com](http://www.fivestarpromotional.com). Five Star considered 1,498 San Diego wealth managers for the award; 228 (15 percent of candidates) were named 2018 Five Star Wealth Managers. Five Star Professional conducts a regulatory review of each nominated wealth manager using the Investment Advisor Public Disclosure (IAPD) website. Five Star Professional also uses multiple supporting processes to help ensure that a favorable regulatory and complaint history exists. Data submitted through these processes was applied per the above criteria: 1) each wealth manager who passes the Five Star Professional regulatory review must attest that they meet the definition of a favorable regulatory history, based on the criteria listed above; 2) Five Star Professional promotes via local advertising the opportunity for consumers to confidentially submit complaints regarding a wealth manager; and 3) Five Star Professional contacted approximately 1 in 12 households identified as having a high propensity to use the services of wealth managers in order to provide consumers the opportunity to submit complaints regarding a wealth manager. Receipt of this award is not representative of any one client's experience and is not indicative of Weatherly's future performance. Weatherly is not aware of any facts that would call into question the validity of the award or the appropriateness of advertising the award.

<sup>35</sup>**2017- Business Woman of the Year Finalist – San Diego Business Journal**

Weatherly Asset Management's President Carolyn Taylor was listed as a finalist for the San Diego Business Journal Business Woman of the Year award. Each year, the San Diego Business Journal ("Journal") recognizes dynamic women business leaders who have contributed significantly to San Diego's business. This year, Carolyn was listed among 100 finalists! Click here to view the full article. In order to be considered for the nomination, individuals were evaluated based on the following criteria: 1) contributions to her company/organization above and beyond the normal position requirement; 2) management of 3 or more part or full-time employees; 3) been in business for 5+ years; and 4) commitment to community service. The selection process included two rounds of judging, first cutting the field in half, and then submitting the 100 finalists to the SDBJ panel of judges for the selection of winners. Finalists were grouped by company size. Weatherly supplied the information for the nomination in the form of a survey, but no award was granted to Carolyn Taylor. Weatherly was not required to make payments or purchases in order to nominate, be nominated, be considered or included on the list related to the award. Weatherly paid the Journal for Carolyn and 4 colleagues to attend the awards ceremony program. No organizational memberships were required of the Firm or individuals. The advertisement of nomination for the award is not representative of any one client's experience and is not indicative of Weatherly's future performance. Weatherly is not aware of any facts that would call into question the validity of the award, nominations for the award, or the appropriateness of related advertising.

<sup>33</sup>**2017- Financial Times 300 Top Registered Investment Advisors: Advertisement in Financial Times - Southern California Region**

Weatherly Asset Management, L.P. was included in the 2017 Financial Times 300 Top Registered Investment Advisors list. This list was published online on June 22, 2017 on FT.com. The selection process for the Financial Times 300 ("FT 300") is based on the largest independent Registered Investment Advisors across the United States that meet the following criteria: To qualify as a candidate for the FT 300, an RIA firm must: Manage at least \$300 million in assets under management (as of 12/31/16), Have no more than 75% of its practice's assets be institutional, Be independent (it cannot be the RIA arm of a broker-dealer, for example). Financial Times invited more than 2000 SEC registered RIA companies across the US who reported \$300mm or more in AUM to participate in the review process. About 725 RIAs applied, and 300 made the final list. Qualified RIAs were required to fill out an online application, and were evaluated on several factors including AUM, AUM growth rate, years the firm has been in existence, industry certifications of staff, SEC compliance report, online accessibility and other factors such that the final list should include a diverse range of practice types. AUM comprised roughly 65 to 70 per cent of each adviser's score, while asset growth accounted for an additional 10 to 15 percent. Additionally, FT capped the number of companies from any one state. The cap was roughly based on the distribution of millionaires across the US. The research was conducted on behalf of the Financial Times by Ignites Research, a Financial Times sister publication. The 300 firms were listed by state and alphabetically by business name. Weatherly paid Financial Times for custom hard copy reprints after the list was published. Wealth managers do not pay a fee to be considered or placed on the final list. No organizational memberships were required of the Firm or individuals. Inclusion on this list is not representative of any one client's experience and is not indicative of Weatherly's future performance. Weatherly is not aware of any facts that would call into question the validity of the list or the appropriateness of advertising inclusion in this list.

<sup>32</sup>**2017- Fidelity Investments Executive Panel: Women's Power Breakfast "Attracting Women Advisors to Your Firm"**

Carolyn Taylor represented Weatherly in an article focusing on the importance and presence of women in the Financial Advisor space, published by Fidelity Investments. "Attracting Women Advisors to Your Firm" was published in July of 2017. Carolyn Taylor participated in the Fidelity Executive Panel, Women's Power Breakfast on May 1st 2017. Carolyn was invited to participate in this panel by the Firm's Fidelity Relationship Manager. Invitees included female RIA and Broker-Dealer leaders, with the goal being to discuss what it takes for women to win in today's career environment and share stories from their own professional paths, lessons learned, and how they are enabling the next generation of female leaders. Four panelists and Fidelity's SVP of marketing contributed to the discussion and article content. Based on the panel discussion, Fidelity published the article "Attracting Women Advisors to Your Firm", which includes featured quotes from the panelists and topics discussed at the event. Carolyn and panelists focused on women in the financial industry, strategies to retain and mentor female advisors, and the strengths of a balanced team. The article was composed after the panel has taken place, using a transcript from the video recording at the event. Panelists all received a draft of the article for review, and were required to give consent to publish. There were four panelists total. The article was shared with Fidelity clients in an email newsletter, posted on Fidelity's websites (for both clients and prospective clients), and/or used via Fidelity's social media platforms. It is not the intent of the story to endorse the participating businesses or to indicate quality. There was no fee to be included in this article. After the article was published, Weatherly received the PDF at no charge, with approved distribution and full use. Weatherly's status as a Fidelity client allowed for inclusion in the panel and Article, however no fee was paid to be featured. Inclusion in the article is not representative of any one client's experience and is not indicative of Weatherly's future performance. Weatherly is not aware of any facts that would call into question the validity of the reporting or appropriateness of advertising inclusion in this article.

<sup>31</sup>**2017- Wealth Management Firms List - San Diego Business Journal - July 2017**



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San Diego Business Journal included Weatherly Asset Management in the 2017 listing of Wealth Management Firms, published on July 17, 2017. Placed among the best in San Diego County, WAM lands the 16th spot of 38 firms in total. Eligibility requirements to participate included being a registered investment adviser with either the Securities Exchange Commission or the California Department of Corporations. The criteria by which Firms were ranked was based on assets managed in San Diego County for fiscal year 2016. After receiving an email invitation from the Journal to participate in the list, Weatherly completed a brief online survey, including the submission of the Firm's ADV. The ranking information was verified by the Journal through ADV forms filed for FY 2015 and FY 2016 and [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). It is not the intent of the list to endorse the participants nor to imply a firm's size or numerical rank indicates its quality. There was no fee to participate in the list ranking, and Weatherly was not required to advertise in, or subscribe to, the San Diego Business Journal. After being included in the list, Weatherly paid the San Diego Business Journal for paper and electronic use reprints. No organizational memberships were required of the Firm or individuals. Ranking on this list is not representative of any one client's experience and is not indicative of Weatherly's future performance. Weatherly is not aware of any facts that would call into question the validity of the ranking or the appropriateness of advertising inclusion in this list.

### <sup>30</sup>2017- Woman of the Year / Celebrating Women Nominees – San Diego Magazine

Carolyn Taylor, Candise Holmlund, Ashley Copp, Kelli Ruby and Lindsey Fiske Thompson were nominees for the San Diego Magazine's 2017 Celebrating Women award series, including "Woman of the Year." One individual will be chosen as the Woman of the Year among all the nominees across the following categories: Industry Leader, Nonprofit Visionary, Rising Star and Military Service. San Diego Magazine listed 183 nominees across all categories. Carolyn and Candise were nominated as Industry Leaders by their colleagues. This award recognizes an individual who is a dynamic and passionate leader who has a positive influence on others and works tirelessly for causes near and dear to his/her heart, and women who've successfully executed on a strategy, and transformed their business line or brand. Ashley, Kelli, and Lindsey were nominated as Rising Stars by their colleagues. This award is designed to recognize women on the rise, making their mark, even at the early stages of their careers. San Diego Magazine solicited nominations via email in the form of an online survey. Nominators are asked to provide subjective justification, detailed professional achievements, and additional comments regarding the individual nominee. The nominations were reviewed by San Diego magazine staff and a judging panel consisting of winners from the past five years. No payment was required for to be nominated or considered for the award. Weatherly paid San Diego Magazine for a half page advertisement and electronic use rights featuring Weatherly team members' nominations. No organizational memberships were required of the Firm or individuals. The advertisement of nomination for the award is not representative of any one client's experience and is not indicative of Weatherly's future performance. Weatherly is not aware of any facts that would call into question the validity of the award, nominations for the award, or the appropriateness of related advertising.

### <sup>29</sup>2017-Five Star

In January 2017, Five Star Professional paired with the San Diego Magazine to publish profiles of Five Star Professionals in San Diego. Weatherly's senior team, including Carolyn Taylor, Candise Holmlund, Brent Armstrong, Ashley Copp, and Kelli Ruby all received this inclusion. The Five Star Wealth Manager award, administered by Crescendo Business Services, LLC (dba Five Star Professional), is based on 10 objective criteria. Eligibility criteria – required: 1. Credentialed as a registered investment adviser or a registered investment adviser representative; 2. Actively employed as a credentialed professional in the financial services industry for a minimum of 5 years; 3. Favorable regulatory and complaint history review (As defined by Five Star Professional, the wealth manager has not: A. Been subject to a regulatory action that resulted in a license being suspended or revoked, or payment of a fine; B. 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 complaint process. Unfavorable feedback may have been discovered through a check of complaints registered with a regulatory authority or complaints registered through Five Star Professional's consumer complaint process; feedback may not be representative of any one client's experience; C. Individually contributed to a financial settlement of a customer complaint filed with a regulatory authority; D. Filed for personal bankruptcy; E. Been convicted of a felony); 4. Fulfilled their firm review based on internal standards; 5. Accepting new clients. Evaluation criteria – considered: 6. One-year client retention rate; 7. Five-year client retention rate; 8. Non-institutional discretionary and/or non-discretionary client assets administered; 9. Number of client households served; 10. Education and professional designations. The Five Star Wealth Manager award program recognizes and promotes wealth managers. Five Star Wealth Manager candidates were identified by one of three sources; firm nomination, peer nomination or pre-qualification based on industry standing. Five Star Professional notified advisors of their candidacy for the award via an email solicitation. Weatherly provided data in the form of an online survey submission. Neither Weatherly nor its employees were required to be a member of an organization to be eligible to receive the award. No payment was required of Weatherly to be considered for the award or to be named a Five Star Wealth Manager. Once awarded, wealth managers may opt to purchase additional profile ad space or related award promotional products. Weatherly paid Five Star Professional for a half page advertisement placement in the San Diego Magazine and an electronic URL for marketing use. Wealth managers do not pay a fee to be considered or placed on the final list of Five Star Wealth Managers. The award does not evaluate quality of services provided to clients. Once awarded, wealth managers may purchase additional profile ad space or promotional products. The Five Star award is not indicative of the wealth manager's future performance. Wealth managers may or may not use discretion in their practice and therefore may not manage their client's assets. The inclusion of a wealth manager on the Five Star Wealth Manager list should not be construed as an endorsement of the wealth manager by Five Star Professional or the San Diego Magazine. Working with a Five Star Wealth Manager or any wealth manager is no guarantee as to future investment success, nor is there any guarantee that the selected wealth managers will be awarded this accomplishment by Five Star Professional in the future. Five Star Professional is not an advisory firm, and the contents of the advertisement should not be construed as financial advice. For more information on the Five Star award and the research/selection methodology, go to [www.fivestarprofessional.com](http://www.fivestarprofessional.com). Five Star considered 1,354 San Diego wealth managers for the award; 349 (26 percent of candidates) were named 2017 Five Star Wealth Managers. Five Star Professional conducts a regulatory review of each nominated wealth manager using the Investment Advisor Public Disclosure (IAPD) website. Five Star Professional also uses multiple supporting processes to help ensure that a favorable regulatory and complaint history exists. Data submitted through these processes was applied per the above criteria: 1) each wealth manager who passes the Five Star Professional regulatory review must attest that they meet the definition of a favorable regulatory history, based on the criteria listed above; 2) Five Star Professional promotes via local advertising the opportunity for consumers to confidentially submit complaints regarding a wealth manager; and 3) Five Star Professional contacted approximately 1 in 12 households identified as having a high propensity to use the services of wealth managers in order to provide consumers the opportunity to submit complaints regarding a wealth manager. Receipt of this award is not representative of any one client's experience and is not indicative of Weatherly's future performance. Weatherly is not aware of any facts that would call into question the validity of the award or the appropriateness of advertising the award.

### <sup>23</sup>2016-Five Star

Carolyn Taylor, Candise Holmlund, Brent Armstrong and Ashley Copp were named as Top Wealth Managers You Need to Know by Five Star Wealth Manager. This advertisement opportunity was published in the June 13, 2016 southern California region of the Wall Street Journal circulation, and highlighted each advisor's certifications as well as Weatherly's comprehensive wealth management services. The Five Star Wealth Manager award, administered by Crescendo Business Services, LLC (dba Five Star Professional), is based on 10 objective criteria. Eligibility criteria – required: 1. Credentialed as a registered investment adviser or a registered investment adviser representative; 2. Active as a credentialed professional in the financial services industry for a minimum of 5 years; 3) Favorable regulatory complaint history reviewed (as defined by Five Star Professional, the wealth manager has not: A. been subject to a regulatory action that resulted in a license being suspended or revoked, or a payment of a fine; B. 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 complaint process. Unfavorable feedback may have been discovered through a check of complaints registered with a regulatory authority; D. Filed for personal bankruptcy; E. Been convicted of a felony); 4. Fulfilled their firm reviewed based on internal standards; 5. Accepting new clients. Evaluation criteria – considered: 6. One-year client retention rate; 7. Five-year client retention rate; 8. Non-institutional discretionary and/or non-discretionary client assets administered; 9. Number of client households served; 10. Education and professional designations. Wealth managers do not pay a fee to be considered or placed on the final list of Five Star Wealth Managers. The Five Star Wealth Manager award program recognizes and promotes wealth managers. Five Star Wealth Manager candidates were identified by one of three sources; firm nomination, peer nomination or pre-qualification based on industry standing. Five Star Professional notified advisors of their candidacy for the award via an email solicitation. Weatherly provided data in the form of an online survey submission. Neither Weatherly nor its employees were required to be a member of an organization to be eligible to receive the award. No payment was required of Weatherly to be considered for the award or to be named a Five Star Wealth Manager. Once awarded, wealth managers may opt to purchase additional profile ad space or related award promotional products. Weatherly paid Five Star Professional for ad space in the Wall Street Journal, as well as paper reprints. Wealth managers do not pay a fee to be considered or placed on the final list of Five Star Wealth Managers. The award does not evaluate quality of services provided to clients. Once awarded, wealth managers may purchase additional profile ad space or promotional products. The Five Star award is not indicative of the wealth manager's future performance. Wealth managers may or may not use discretion in their practice and therefore may not manage their client's assets. The inclusion of a wealth manager on the Five Star Wealth Manager list should not be construed as an endorsement of the wealth manager by Five Star Professional or the Wall Street Journal. Working with a Five Star Wealth Manager or any wealth manager is no guarantee as to future investment success, nor is there any guarantee that the selected wealth managers will be awarded this accomplishment by Five Star Professional in the future. Five Star Professional is not an advisory firm, and the contents of the advertisement should not be construed as financial advice. For more information on the Five Star award and the research/selection methodology,



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go to [www.fivestarprofessional.com](http://www.fivestarprofessional.com). Five Star considered 1,337 San Diego wealth managers for the award; 349 (27 percent of candidates) were named 2016 Five Star Wealth Managers. Five Star Professional conducts a regulatory review of each nominated wealth manager using the Investment Advisor Public Disclosure (IAPD) website. Five Star Professional also uses multiple supporting processes to help ensure that a favorable regulatory and complaint history exists. Data submitted through these processes was applied per the above criteria: 1) each wealth manager who passes the Five Star Professional regulatory review must attest that they meet the definition of a favorable regulatory history, based on the criteria listed above; 2) Five Star Professional promotes via local advertising the opportunity for consumers to confidentially submit complaints regarding a wealth manager; and 3) Five Star Professional contacted approximately 1 in 12 households identified as having a high propensity to use the services of wealth managers in order to provide consumers the opportunity to submit complaints regarding a wealth manager. Receipt of this award is not representative of any one client's experience and is not indicative of Weatherly's future performance. Weatherly is not aware of any facts that would call into question the validity of the award or the appropriateness of advertising the award.

### <sup>28</sup>2016-Top Wealth Management Firms

San Diego Business Journal (Journal), popularly known for their annual Book of Lists, included Weatherly Asset Management in the 2016 listing of Wealth Management Firms, published on January 9, 2017\*. Placed among the best in San Diego County, WAM lands the 19th spot of 40 firms in total. Criteria to participate included being a registered investment adviser with either the Securities Exchange Commission or the California Department of Corporations. Firms were ranked by assets managed in San Diego County for fiscal year 2015. After being invited by the Journal to participate in the list, Weatherly completed a brief online survey, including the submission of the Firm's ADV. The ranking information was verified by the Journal through ADV forms filed for fiscal 2014 and fiscal 2015 and [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). It is not the intent of the list to endorse the participants nor to imply a firm's size or numerical rank indicates its quality. There was no fee to participate in the list ranking, and Weatherly was not required to advertise in, or subscribe to, the San Diego Business Journal. After being included in the list, Weatherly paid the San Diego Business Journal for paper and electronic use reprints. \*Prior to this issue, the Journal published the list of top wealth management firms for FY 2015 in the July 4, 2016 issue and again in the December, 2016 book of lists issue. Weatherly was ranked 17th out of 37, and 18th out of 39 respectively. No organizational memberships were required of the Firm or individuals. Ranking on this list is not representative of any one client's experience and is not indicative of Weatherly's future performance. Weatherly is not aware of any facts that would call into question the validity of the ranking or the appropriateness of advertising inclusion in this list.

### <sup>24</sup>2016-Woman of the Year

Carolyn Taylor and Candise Holmlund were listed as finalists for the San Diego Magazine's 2016 Woman of the Year award in the publication's September, 2016 issue. In order to be considered for the nomination, individuals were evaluated based on the following criteria: 1) demonstration of leadership in a San Diego-based company or educational institution; 2) community and charitable involvement; 3) positive influence on women in business, non-profits, or educational programs in the San Diego region; 4) level of responsibility within the organization; and 5) major achievements in 2016. Honorees were determined by a panel of past Woman of the Year winners and announced at the Celebrating Women Event on September 28, 2016 at MCASD La Jolla. Weatherly supplied the information for the nomination in the form of a survey, but no award was granted to neither Carolyn nor Candise. SD Magazine listed 120 women as finalists. No payment was required for to be nominated or considered for the award, or listed as a nominee or finalist on the San Diego Magazine's flyer. No organizational memberships were required of the Firm or individuals. The advertisement of nomination for the award is not representative of any one client's experience and is not indicative of Weatherly's future performance. Weatherly is not aware of any facts that would call into question the validity of the award, nominations for the award, or the appropriateness of related advertising.

### <sup>25</sup>2015-Women Who Mean Business

Carolyn Taylor and Candise Holmlund were both finalists in the 2015 San Diego Business Journal's 22nd annual Women Who Mean Business Awards event. Each year, the San Diego Business Journal ("Journal") recognizes dynamic women business leaders who have contributed significantly to San Diego's business. The list of finalists and winners was published in the November 2015 issue of the San Diego Business Journal. Of the 201 finalists, 30 winners were announced. Professionals in the Journal's database are solicited by email for award nominations. Carolyn and Candise were nominated by a third party professional contact. The nomination process included submitting an online survey. Survey criteria reviewed for the award included: 1) 2014 professional achievements; 2) business accomplishments and contributions to her industry; 2) accomplishments and contributions within the community; 3) obstacles and life changes overcome; 4) efforts to empower and inspire others; and 5) overall professional resume. Weatherly was not required to make payments or purchases in order to nominate, be nominated, be considered or included on the list related to the award. Weatherly paid the Journal for Carolyn and Candise to attend the awards ceremony program. No organizational memberships were required of the Firm or individuals. Inclusion on the list is not representative of any one client's experience and is not indicative of Weatherly's future performance. Weatherly is not aware of any facts that would call into question the validity of the ranking or the appropriateness of advertising inclusion in this list.

### <sup>26</sup>2016-Women Who Mean Business

Carolyn Taylor and Candise Holmlund were both finalists in the 2016 San Diego Business Journal's 23rd annual Women Who Mean Business Awards event. Each year the San Diego Business Journal ("Journal") recognizes dynamic women business leaders who have contributed significantly to San Diego's business. The list of finalists and winners was published in the November 21, 2016 issue of the San Diego Business Journal. Of the 222 finalists, 28 winners were announced. Professionals in the Journal's database are solicited by email for award nominations. Candise and Carolyn nominated each other for the award. The nomination process included submitting an online survey. Survey criteria reviewed for the award included: 1) professional achievements in 2015-2016; 2) specific accomplishments and contributions to her business and profession; 3) accomplishments and contributions within the community; 4) proven ability to overcome life changes and obstacles; 5) effectively empowered and inspired others; and 6) overall professional resume. Weatherly was not required to make payments or purchases in order to nominate, be nominated, be considered or included on the list related to the award. Weatherly paid the Journal for Carolyn and Candise to attend the awards ceremony program. No organizational memberships were required of the Firm or individuals. Inclusion on the list is not representative of any one client's experience and is not indicative of Weatherly's future performance. Weatherly is not aware of any facts that would call into question the validity of the ranking or the appropriateness of advertising inclusion in this list.

### <sup>21</sup>2015-Barrons Top 100 Women Advisors

Carolyn Taylor was included in Barron's June 2015 Top 100 Women Financial Advisors list. The criteria for ranking reflects assets under management, revenue that the advisors generate for their Firms, and the quality of the advisor's practices. Investment performance is not an explicit criterion because the advisors' clients pursue a wide range of goals. In many instances, the primary goal is asset preservation. The scoring system assigns a top score of 100 and rates the rest by comparing them with the top-ranked advisor. Carolyn Taylor was nominated for inclusion in the list. There are over 100 nominations, but only 100 published ranking spots. Barron's uses a proprietary method to rank advisors based on the criteria above. Weatherly provides this data to Barron's in the form of a survey response. Initial ranking is done by Barron's; publicly available data is verified by Barron's against SEC and FINRA reports. Barron's then conducts the next level of ranking. Data that is not independently verified by Barron's is then sent back to the Firm for verification. Barron's then incorporates any required changes into the ranking, and finalizes the list for editorial use and publishing. No payment was required for nomination or inclusion in the ranking. After receiving notice of inclusion in the top 100 ranking list, Weatherly paid Dow Jones & Company for glossy reprints of the piece; Weatherly paid Dow Jones through RightsLink for permission to link to a Dow Jones WebReprint from our corporate website. No organizational memberships were required of the Firm or individuals. Ranking on this list is not representative of any one client's experience and is not indicative of Weatherly's future performance. Weatherly is not aware of any facts that would call into question the validity of the ranking or the appropriateness of advertising inclusion in this list.

### <sup>10</sup>2015-Five Star Wealth Manager

Carolyn Taylor, Candise Holmlund, and Brent Armstrong were named Five Star Wealth Managers in 2015. The Five Star Wealth Manager award, administered by Crescendo Business Services, LLC (dba Five Star Professional), is based on 10 objective eligibility and evaluation criteria: 1) Credentialed as an investment advisory representative (IAR) or a registered investment advisor; 2) Actively employed as a credentialed professional in the financial services industry for a minimum of five years; 3) Favorable regulatory and complaint history review; 4) Fulfilled their Firm review based on internal Firm standards; 5) Accepting new clients; 6) One-year client retention rate; 7) Five-year client retention rate; 8) Non-institutionalized discretionary and/or non-discretionary client assets administered; 9) Number of client households served; 10) Educational and professional designations. Five Star Professional notifies advisors of their candidacy for the award. Wealth managers who choose to submit an online form are then evaluated against the above mentioned 10 objective eligibility and evaluation criteria. Five Star considered 1,639 San Diego wealth managers for the award; 350 (22 percent of candidates) were named Five Star Wealth Managers. The advertisement in the Wall Street Journal displayed "Eight Five Star Managers You Need to Know", one of which was Weatherly Asset



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Management, L.P. The Five Star Professional research team applies a vigorous research and evaluation process to identify service professionals who provide quality services to their clients. No payment was required of Weatherly to be considered for the award or to be named a Five Star Wealth Manager. Once awarded, wealth managers may opt to purchase additional profile ad space or related award promotional products. Weatherly paid Five Star Professional for the advertisement placement in the Wall Street Journal, printed reprints of the advertisement, and E-reprints. Receipt of this award is not representative of any one client's experience and is not indicative of Weatherly's future performance. Weatherly is not aware of any facts that would call into question the validity of the award or the appropriateness of advertising the award.

### <sup>20</sup>2015-SD Magazine Woman of the Year Nomination

Carolyn Taylor and Candise Holmlund were nominees for the San Diego Magazine's 2015 Woman of the Year award. Both Candise and Carolyn were nominated. Carolyn was listed as a finalist, but was not a winner. In order to be considered for the nomination, individuals were evaluated based on the following criteria: 1) contributions to her company/organization above and beyond the normal position requirement; 2) management of 3 or more part or full-time employees; 3) been in business for 5+ years; and 4) commitment to community service. Weatherly supplied the information for the nomination in the form of a survey. No payment was required for to be nominated or considered for the award. No organizational memberships were required of the Firm or individuals. The advertisement of nomination for the award is not representative of any one client's experience and is not indicative of Weatherly's future performance. Weatherly is not aware of any facts that would call into question the validity of the award, nominations for the award, or the appropriateness of related advertising.

### <sup>9</sup>2014-Five Star Wealth Manager

Weatherly Asset Management, L.P. is proud to announce that Carolyn Taylor and Candise Holmlund were listed as Five Star Wealth Manager award recipients. The Five Star Wealth Manager award is based on 10 objective eligibility and evaluation criteria: 1) Credentialed as an investment advisory representative (IAR) or a registered investment advisor; 2) Actively employed as a credentialed professional in the financial services industry for a minimum of five years; 3) Favorable regulatory and complaint history review; 4) Fulfilled their Firm review based on internal Firm standards; 5) Accepting new clients; 6) One-year client retention rate; 7) Five-year client retention rate; 8) Non-institutionalized discretionary and/or non-discretionary client assets administered; 9) Number of client households served; 10) Educational and professional designations. Five Star Professional notified advisors of their candidacy for the award. Wealth managers who choose to submit an online form were then evaluated against the above mentioned 10 objective eligibility and evaluation criteria. The Five Star Professional research team applied a vigorous research and evaluation process to identify service professionals who provided quality services to their clients. No payment was required of Weatherly to be considered for the award or to be named a Five Star Wealth Manager. Once awarded, wealth managers may opt to purchase additional profile ad space or related award promotional products. Weatherly paid Five Star Professional for the ½ page advertisement placement in the San Diego Magazine. No organizational memberships were required of the Firm or individuals. This award is not representative of any one client's experience and is not indicative of Weatherly's future performance. Weatherly is not aware of any facts that would call into question the validity of the ranking or the appropriateness of advertising the award.

### <sup>19</sup>2014-SD Magazine Woman of the Year Nomination

Carolyn Taylor and Candise Holmlund were nominees for the San Diego Magazine's 2014 Woman of the Year award. Both Candise and Carolyn were nominated. Carolyn was listed as a finalist, but was not a winner. There were 70 finalists for the award; one winner was announced and five finalists received extra recognition. In order to be considered for the nomination, individuals were evaluated based on the following criteria: 1) contributions to her company/organization above and beyond the normal position requirement; 2) management of 3 or more part or full-time employees; 3) been in business for 5+ years; and 4) commitment to community service. Weatherly supplied the information for the nomination in the form of a survey. Weatherly paid San Diego Magazine for a half-page advertisement in the San Diego magazine displaying the nomination of Candise and Carolyn for the award. No payment was required for to be nominated or considered for the award. No organizational memberships were required of the Firm or individuals. The advertisement of nomination for the award is not representative of any one client's experience and is not indicative of Weatherly's future performance. Weatherly is not aware of any facts that would call into question the validity of the award, nominations for the award, or the appropriateness of related advertising.

### <sup>8</sup>2013-Five Star Wealth Manager

Carolyn Taylor and Candise Holmlund were named 2013 Five Star Wealth Managers in the January, 2013 issue of San Diego Magazine for the southern California market. Advisors were nominated for consideration of the award and peer nominations were considered. After nominations were received, qualifying candidates had to meet 10 objective criteria associated with wealth managers who provide quality services to their clients. Requirements included: 1) Credentialed as an investment advisory representative (IAR), a FINRA-registered representative, a CPA or a licensed attorney; 2) Actively employed as a credentialed professional in the financial services industry for a minimum of five years; 3) Favorable regulatory review and complaint history review; 4) Fulfilled their firm review based on internal firm standards; and 5) Accepting new clients. Other criteria that was considered included 6) One-year client retention rate; 7) Five-year client retention rate; 8) Non-institutional discretionary and/or non-discretionary client assets administered; 9) Number of client households served; and 10) Education and professional designations. No more than 7 percent of the professionals in each market were awarded. No payment was required for nomination or inclusion in the list of Five Star Managers. After receiving notice of the award, Weatherly paid Five Star for a half-page ad in the San Diego Magazine. Weatherly also paid Five Star for reprints of the promotion. No organizational memberships were required of the Firm or individuals. This award is not representative of any one client's experience and is not indicative of Weatherly's future performance. Weatherly is not aware of any facts that would call into question the validity of the ranking or the appropriateness of advertising the award.

### <sup>7</sup>2012-Five Star Wealth Manager

Carolyn Taylor and Candise Holmlund were named 2012 Five Star Wealth Managers. Advisors were nominated for consideration of the award; peer nominations were considered. After nominations were received, qualifying candidates had to meet 10 objective criteria associated with wealth managers who provide quality services to their clients. Requirements included: 1) Credentialed as an investment advisory representative (IAR), a FINRA-registered representative, a CPA or a licensed attorney; 2) Actively employed as a credentialed professional in the financial services industry for a minimum of five years; 3) Favorable regulatory review and complaint history review; 4) Fulfilled their firm review based on internal firm standards; and 5) Accepting new clients. Other criteria that was considered included 6) One-year client retention rate; 7) Five-year client retention rate; 8) Non-institutional discretionary and/or non-discretionary client assets administered; 9) Number of client households served; and 10) Education and professional designations. No more than 7 percent of the professionals in each market were awarded. No payment was required for nomination or inclusion in the list of Five Star Managers. No organizational memberships were required of the Firm or individuals. This award is not representative of any one client's experience and is not indicative of Weatherly's future performance. Weatherly is not aware of any facts that would call into question the validity of the ranking or the appropriateness of advertising the award.

### <sup>16</sup>2010-Wealth Manager

Weatherly Asset Management was included in the 2010 Annual Top Wealth Managers list published by WealthManager. WAM was ranked 186 on a National level, and 37 on a State level. The ranking in the July, 2010 issue was based on average assets under management, per client. To be eligible for consideration in the ranking, firms must 1) be an SEC- or State-registered investment advisor with its own IARD number; 2) have minimum assets under advisement of \$50 million; 3) have individuals or high-net-worth- individuals (as defined by the SEC) as more than half of its client base; and 4) offer financial planning services. WealthManager Magazine contacts firms based on publicly available data. WealthManager requests Firms then respond to an online survey. Responding to the survey does not guarantee a place on the list, which is limited to 500 firms. Weatherly provided data to WealthManager in response to the survey request. Weatherly made no payments to WealthManager to be considered for or to be included in the ranking. Weatherly paid a third-party for reprints and associated use privileges. No organizational memberships were required of the Firm or individuals. Ranking on this list is not representative of any one client's experience and is not indicative of Weatherly's future performance. Weatherly is not aware of any facts that would call into question the validity of the ranking or the appropriateness of advertising inclusion in this list.

### <sup>17</sup>2009-Wealth Manager

Weatherly Asset Management was included in the 2009 Annual Top Wealth Managers list published by WealthManager. WAM was placed 230 on a National level, and 40 on a State level. The ranking in the July/August, 2009 issue was based on average assets under management, per client. To be eligible for consideration in the ranking, firms must 1) be an SEC- or State-registered investment advisor with its own IARD number; 2) have minimum assets under advisement of \$50 million; 3) have individuals or high-net-worth- individuals (as defined by the SEC) as more than half of its client base; and 4) offer financial planning services. WealthManager Magazine contacts firms based on publicly



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available data. WealthManager requests Firms then respond to an online survey. Responding to the survey does not guarantee a place on the list. Weatherly provided data to WealthManager in response to the survey request. Weatherly made no payments to WealthManager to be considered for or to be included in the ranking. Weatherly paid a third-party for reprints and associated use privileges. No organizational memberships were required of the Firm or individuals. Ranking on this list is not representative of any one client's experience and is not indicative of Weatherly's future performance. Weatherly is not aware of any facts that would call into question the validity of the ranking or the appropriateness of advertising inclusion in this list.

### <sup>16</sup>2008-Wealth Manager

Weatherly Asset Management, L.P. was included in Bloomberg Wealth Manager's Eighth Annual ranking of Top Wealth Managers. The ranking of leading financial advisory firms list consisted of 478 spots and was based on asset value of the average client relationship as of December 31, 2007. Weatherly was ranked number 289 out of 478 firms in the July/August, 2008 issue. The process for the Wealth Manager 2008 rankings was very much the same as it had been in previous surveys. The data was self-reported based on a firm's Form ADV. All numbers in the survey were as of December 31, 2007. Participants were ranked according to average AUM per client. Firms had to be registered investment advisors with their own IARD/CR numbers. Additionally, 50 percent of each firm's client base had to fit the SEC's definition for individuals or high-net worth individuals. Trust companies, banks and broker-dealers were not eligible. The average AUM per client was calculated as the firm's total AUM divided by the number of client relationships. The Total AUM was defined by Wealth Manager as the firm's assets under management- both discretionary and non-discretionary as defined by Form ADV, plus other assets not reported on Form ADV for which an advisory or management fee is charged. Commission assets, including brokerage account assets and any assets on which the firm received an immediate or ongoing service commission or trail, were not included in the Total AUM calculation. Client relationships were the total number of clients—not accounts, as many clients have multiple accounts under advisement. Married couples were counted as one client, while their children, if adults, were counted separately. The number of professionals and support personnel varied somewhat from firm to firm. Some limited this to financial professionals only, and others included non-financial staff members with other expertise. No payment was required for nomination or inclusion in the ranking. Weatherly paid a third party for reprints, as well as webLink permissions. No organizational memberships were required of the Firm or individuals. Ranking on this list is not representative of any one client's experience and is not indicative of Weatherly's future performance. Weatherly is not aware of any facts that would call into question the validity of the ranking or the appropriateness of advertising inclusion in this list.

### <sup>6</sup>2008-Worth

Worth's annual Top Wealth Advisor November, 2008 issue included Weatherly Asset Management and President, Carolyn Taylor in the 2008 Top 250 list of advisors. By identifying advisors based on their dedication and expertise in the industry, Worth compiles their annual lists to reflect geographical diversity and professional excellence. The list generation process began with an invitation to Worth's readers to nominate those advisors who represent the absolute best of their profession. Worth also solicited nominations from banks, wealth management and investment firms, and industry associations. Nominated advisors and others who wished to participate then completed a detailed online questionnaire in which they provide their education and professional credentials and discuss their approaches to customer service, portfolio management and risk. Data also included firm assets, largest client's net worth, median client net worth, minimum assets for new client. Worth's selections are based on the quality of the responses and the applicants' insights into the current investment climate. Following the completion of a preliminary list, the final step involved confirming, to the extent possible, that the information the advisors provided was accurate and truthful. The criteria for ranking was based on firm assets, largest client's net worth, median client net worth, and minimum assets for new clients. The list was ranked by state, and then alphabetically by Advisor's last names. Weatherly was contacted by Worth for consideration in the list. No payment was required to be considered for or included in the published list. Weatherly provided data to Worth in response to the survey request. Weatherly paid a third party for associated reprints and e-print privileges. No organizational memberships were required of the Firm or individuals. Inclusion on this list is not representative of any one client's experience and is not indicative of Weatherly's future performance. Weatherly is not aware of any facts that would call into question the validity of the list or the appropriateness of advertising inclusion in this list.

### <sup>15</sup>2007-Wealth Manager

Weatherly Asset Management, L.P. was included in Bloomberg Wealth Manager's Seventh Annual ranking of Top Wealth Managers. The ranking of leading financial advisory firms list consisted of 464 spots and was based on asset value of the average client relationship as of December 31, 2006. Weatherly was ranked number 261 out of 464 firms in the July/August, 2007 issue. WealthManager's methodology for collecting and organizing the data for the 2007 ranking was virtually unchanged from previous years. Firms were ranked by average AUM per client. Firms had to be registered investment advisors with their own IARD/CRD numbers. Half of their clients must have been individuals or high-net-worth individuals as defined by the SEC. The firms were also required to offer financial planning services. Banks, broker/dealers and trust companies were not eligible. Definitions are as follows - Total AUM: This figure included discretionary and non-discretionary assets under management as defined by Form ADV, plus various other assets not reported on Form ADV for which firms received a management or advisement fee. Excluded from this column were commission products, broker account assets and any assets for which firms received a trail or ongoing service commission. Client Relationships: This is the total number of clients—not accounts, as many clients have multiple accounts under advisement. Married couples were listed as one client, and children in multigenerational client families were counted as separate clients if they were adults. Average AUM per Client: This is the total AUM divided by the number of client relationships. Minimum Annual Fee per Client/Minimum AUM per Client: Many firms required no minimums for one or both of these categories. Many others listed numbers but indicated that minimums in either category were negotiable. Number of Professionals/Number of Support Personnel: Definitions varied somewhat from firm to firm. Some firms considered only personnel with relevant licenses or designations as professionals. Other firms also included staff members with managerial responsibility outside the financial area, such as a marketing director. Some firms used part-time staff, but for simplicity all personnel entries have been rounded to the nearest whole number. No payment was required for nomination or inclusion in the ranking. Weatherly paid a third party for reprints. No organizational memberships were required of the Firm or individuals. Ranking on this list is not representative of any one client's experience and is not indicative of Weatherly's future performance. Weatherly is not aware of any facts that would call into question the validity of the ranking or the appropriateness of advertising inclusion in this list.

### <sup>5</sup>2007-Worth

Worth's annual Top Wealth Advisor issue included Weatherly Asset Management and President, Carolyn Taylor in the 2007 Top 100 list of advisors. Stemming from this October, 2007 issue list, Weatherly Asset Management chose to have a featured profile capturing an overview of comprehensive services, Firm background information, and industry achievements. The list generation process began with an invitation to Worth's readers to nominate those advisors who represent the absolute best of their profession. Worth also solicited nominations from banks, wealth management and investment firms, and industry associations. Nominated advisors and others who wished to participate then completed a detailed online questionnaire in which they provide their education and professional credentials, work history, compensation structure, client retention rate, and other background information. Worth's selections were based on the quality of the responses and the applicants' insights into the current investment climate. Following the completion of a preliminary list, the final step involved confirming, to the extent possible, that the information the advisors provided was accurate and truthful. The criteria for ranking was based on firm assets, largest client's net worth, median client net worth, and minimum assets for new clients. The list is ranked by state, and then alphabetically by Advisor's last names. Weatherly was contacted by Worth for consideration in the list. Weatherly provided data to Worth in response to the survey request. No payment was required to be considered for or included in the published list. Weatherly paid a fee for the inclusion of an additional firm profile in the publication and Weatherly paid a third party for associated reprints and e-print privileges. No organizational memberships were required of the Firm or individuals. Ranking on this list is not representative of any one client's experience and is not indicative of Weatherly's future performance. Weatherly is not aware of any facts that would call into question the validity of the ranking or the appropriateness of advertising inclusion in this list.

### <sup>14</sup>2006-Wealth Manager

Weatherly Asset Management, L.P. was included in Bloomberg Wealth Manager's Sixth Annual ranking of Top Wealth Managers. The ranking of leading financial advisory firms list consisted of 500 spots and was based on asset value of the average client relationship as of December 31, 2005. Weatherly was ranked number 289 out of more than 400 firms in the July/August 2006 issue. Wealth Manager's "methodology for collecting and organizing the material for the 2006 ranking was virtually unchanged from the 2005" methodology". Participating firms had to be registered investment advisors with their own IARD/CRD numbers. Half of their clients had to be individuals or high-net-worth individuals as defined by the SEC. The firms had to offer financial planning services. Banks, broker-dealers and trust companies were not eligible. Firms included discretionary and nondiscretionary assets under management, plus various other assets not reported on Form ADV for which they received a management or advisement fee. Excluded from the AUM calculation were commission products, broker account assets, and any assets for which firms received a trail or ongoing service commission. The ranking was determined by dividing this final AUM figure by the number of client relationships reported. \*Methodology from 2005: The asset value of the average client relationship was calculated by



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dividing the total client assets under management (including assets under management reported on Form ADV plus additional client assets not reported on Form ADV for which the firm received a management or advisement fee) by the total number of client relationships. In a few instances, the value of client relationships for firms listed consecutively was the same because of rounding. Their rank order in the tables reflected their relative value when the division was carried out to additional decimal places. In some cases, marked with daggers, the underlying values were exactly the same, and these firms were ranked alphabetically. Assets under management and average assets per employee were handled in a similar manner. The data used for this ranking was taken from a questionnaire sent to firms and from data that those firms provided to the Securities and Exchange Commission on Form ADV. Firms were identified through BLOOMBERG WEALTH MANAGER's database and from other industry sources. To qualify for the ranking, firms had to meet the following criteria: They were registered investment advisors with the SEC; they had a minimum assets under advisement of \$50 million; more than 50 percent of the firm's client base consisted of "individuals" or "high-net-worth individuals" as defined by the SEC; the firms also offered financial-planning services. Not included in the ranking were banks, broker-dealers, and trust companies. Also excluded were firms that were branches of independent broker-dealers and those not operating as separate businesses with their own identities. Subsidiaries of larger companies were included, provided they met all the above-listed requirements and filed their own Form ADVs with the SEC. The 35 subsidiaries on the list were identified with an asterisk. The 500 firms on the ranking were categorized by size of assets under management, as follows: \$1 billion or more, 40; \$750 million to less than \$1 billion, 23; \$500 million to less than \$750 million, 43; \$250 million to less than \$500 million, 101; \$100 million to less than \$250 million, 180; \$100 million or less, 113. No payment was required for nomination or inclusion in the ranking. Weatherly paid a third party for reprints, as well as webLink permissions. No organizational memberships were required of the Firm or individuals. Ranking on this list is not representative of any one client's experience and is not indicative of Weatherly's future performance. Weatherly is not aware of any facts that would call into question the validity of the ranking or the appropriateness of advertising inclusion in this list.

### <sup>4</sup>2006-Worth

Worth's annual Top Wealth Advisor October, 2006 issue included Weatherly Asset Management and President, Carolyn Taylor in the 2006 Top 100 list of advisors. Weatherly Asset Management chose to have a featured profile, highlighting the Firm's comprehensive family office services and unique wealth management approach. The list generation process began with an invitation to Worth's readers to nominate advisors who represent the absolute best of their profession. Worth also solicited nominations from banks, wealth management and investment firms, and industry associations. Nominated advisors and others who wished to participate then completed a detailed online questionnaire in which they provided their education and professional credentials and discuss their approaches to customer service, portfolio management and risk. Worth's selections were based on the quality of the responses and the applicants' insights into the current investment climate. Following the completion of a preliminary list, the final step involved confirming, to the extent possible, that the information the advisors provided was accurate and truthful. The criteria for ranking was based on firm assets, largest client's net worth, median client net worth, and minimum assets for new clients. The list was ranked by state, and then alphabetically by Advisor's last names. Weatherly was contacted by Worth for consideration in the list. Weatherly provided data to Worth in response to a survey request. No payment was required to be considered for or included in the published list. Weatherly paid a fee for the inclusion of an additional firm profile in the publication and paid a third party for associated reprints and e-print privileges. No organizational memberships were required of the Firm or individuals. Ranking on this list is not representative of any one client's experience and is not indicative of Weatherly's future performance. Weatherly is not aware of any facts that would call into question the validity of the ranking or the appropriateness of advertising inclusion in this list.

### <sup>13</sup>2005-Wealth Manager

Weatherly Asset Management, L.P. was included in Bloomberg Wealth Manager's Top Wealth Managers Annual Ranking in the July/August, 2005 issue. The ranking of leading financial advisory firms consisted of 500 spots and was based on asset value of the average client relationship as of December 31, 2004. Weatherly was ranked number 372. The asset value of the average client relationship was calculated by dividing the total client assets under management (including assets under management reported on Form ADV plus additional client assets not reported on Form ADV for which the firm received a management or advisement fee) by the total number of client relationships. In a few instances, the value of client relationships for firms listed consecutively was the same because of rounding. Their rank order in the tables reflected their relative value when the division was carried out to additional decimal places. In some cases, the underlying values were exactly the same, and these firms were ranked alphabetically. Assets under management and average assets per employee were handled in a similar manner. The data used for this ranking was taken from a questionnaire sent to firms and from data that those firms provided to the Securities and Exchange Commission on Form ADV. Firms were identified through BLOOMBERG WEALTH MANAGER's database and from other industry sources. To qualify for the ranking, firms had to meet the following criteria: They were registered investment advisors with the SEC; they had a minimum assets under advisement of \$50 million; more than 50 percent of the firm's client base must consist of "individuals" or "high-net-worth individuals" as defined by the SEC; the firms must also offer financial-planning services. Not included in the ranking are banks, broker-dealers, and trust companies. Also excluded are firms that are branches of independent broker-dealers and those not operating as separate businesses with their own identities. Subsidiaries of larger companies were included, provided they met all the above-listed requirements and filed their own Form ADVs with the SEC. The 35 subsidiaries on the list were identified with an asterisk. The 500 firms on the ranking were categorized by size of assets under management, as follows: \$1 billion or more, 40; \$750 million to less than \$1 billion, 23; \$500 million to less than \$750 million, 43; \$250 million to less than \$500 million, 101; \$100 million to less than \$250 million, 180; \$100 million or less, 113. No payment was required for nomination or inclusion in the ranking. Weatherly paid a third party for reprints. No organizational memberships were required of the Firm or individuals. Ranking on this list is not representative of any one client's experience and is not indicative of Weatherly's future performance. Weatherly is not aware of any facts that would call into question the validity of the ranking or the appropriateness of advertising inclusion in this list.

### <sup>2</sup>2004-Worth

Weatherly Asset Management, L.P. was included in Worth's "The Nation's 100 Most Exclusive Wealth Advisors" list in the October, 2004 issue. The 100 firms are listed alphabetically by state, and then alphabetically by business name. In selecting the 100 Most Exclusive Wealth Advisors for 2004, Worth editors asked readers to nominate those advisors who possess this superior ability-along with a host of other desired qualities. Editors extended this request to private banks, wealth management and investment firms and other industry associations as well. Nominated advisors completed an extensive survey in which they listed their educational credentials, compensation structure, client retention rate, outlook on the investment climate and model portfolio returns. They also answered questions about their professional histories and whether they have been involved in any legal or disciplinary matters. Worth's editorial staff selected about the daunting task of selecting the 100 Most Exclusive Wealth Advisors from a pool of several hundred candidates. At the top of the list of criteria that define superior wealth advisors are professional designations, which often evidence a higher level of knowledge and professional commitment. All credentials and designations were verified, and nominee backgrounds were checked using the LexisNexis legal database to search court and arbitration records with the National Association of Securities Dealers. Additional criteria evaluated included years of professional experience, client portfolio performance for 2003, insight into the current investment climate, and client feedback. Weatherly provided the names and contact information for three of its current clients, as requested by Worth. No payment was required for nomination or inclusion in the list. After receiving notice of inclusion in the list, Weatherly paid Worth for reprints. No organizational memberships were required of the Firm or individuals. Inclusion in this list is not representative of any one client's experience and is not indicative of Weatherly's future performance. Weatherly is not aware of any facts that would call into question the validity of the ranking or the appropriateness of advertising inclusion in this list.

### <sup>12</sup>2004-Wealth Manager

Weatherly was ranked number 317 of 450 investment advisors on Bloomberg's Wealth Manager Magazine's Top Wealth Managers Fourth Annual Ranking in the July/August, 2004 issue. The criteria for the ranking of registered investment advisors included average client relationship size and assets under management. The methodology for BLOOMBERG WEALTH MANAGER's fourth annual ranking of leading independent financial-advisory firms was based on the asset value of the average client relationship as of December 31, 2003. The list had 450 firms, listed in the "Champions" table beginning on page 70 of the July/August 2004 issue. The asset value of the average client relationship was calculated by dividing the total client assets under management (including assets under management reported on Form ADV plus additional client assets not reported on Form ADV for which the firm received a management fee or advisement fee) by the total number of client relationships. In certain instances, the value of the average client relationships for firms listed consecutively was the same because of rounding. Their rank order in the table reflects their relative value when the division was carried out to additional decimal places. In a few cases, marked with asterisks, the underlying values were exactly the same, and those firms were ranked alphabetically. The data used for this ranking was taken from a questionnaire sent to participating firms and from data that firms provided to the Securities and Exchange Commission on Form ADV. Participants were identified through BLOOMBERG WEALTH MANAGER's database and from other industry sources. To qualify for the ranking, firms had to meet the following criteria: They were registered investment advisors with the SEC. • They had minimum assets under management of \$50 million. • The firms must also offer financial planning services. • More than 50 percent of the firm's client base must consist of "individuals" or "high-net-worth individuals" as defined by the SEC. Not included in the ranking are banks, broker-dealers, trust companies, insurance companies, and firms that are subsidiaries of larger companies. Also excluded are firms that are branches of independent broker dealers and those not



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operating as separate businesses with their own identities. A new listing of firms that would otherwise qualify for the ranking except for the fact that they are subsidiaries of large organizations was presented in "Medalists" on page 84 of the July/August 2004 issue. The universe of 450 firms was categorized by size of assets under management, as follows: \$500 million or more, 72; \$200 million to \$499 million, 115; \$100 million to \$199 million, 135; \$50 million to \$99 million, 128. No payment was required for nomination or inclusion in the ranking. After receiving notice of the award, Weatherly paid a third party for reprints. No organizational memberships were required of the Firm or individuals. Ranking on this list is not representative of any one client's experience and is not indicative of Weatherly's future performance. Weatherly is not aware of any facts that would call into question the validity of the ranking or the appropriateness of advertising inclusion in this list.

### <sup>11</sup>2003-Wealth Manager

Weatherly was included in a list of investment advisors on Bloomberg's Top Wealth Managers Annual Ranking. The original ranking in the July/August, 2003 issue list consisted of 370 slots\*. The criteria for the ranking of registered investment advisors included average client relationship size and assets under management. Firms were ranked by average client account size. The methodology for BLOOMBERG WEALTH MANAGER's annual ranking of leading independent financial-advisory firms was based on the average client-account size for the year ending December 31, 2002. The average client-account size was calculated by dividing the total client assets (which include assets under management filed on the Form ADV plus additional client assets that were not reported on the filing) by the total number of client relationships. The data used for this ranking was taken from a questionnaire sent to participating firms and from data provided to the Securities and Exchange Commission on Form ADV. Participants were identified through WEALTH MANAGER's database and from other industry sources. Firms that were listed meet the following criteria: Were registered investment advisors; Stated minimum assets under management of \$25 million; Indicated on the Form ADV that financial-planning services are offered; Reported on the WEALTH MANAGER questionnaire that comprehensive financial-planning services are provided either in house or via outsourcing; Declared that more than 50 percent of the client base; consisted of "individuals" or "high-net-worth individuals" as defined by the SEC. Because WEALTH MANAGER wanted independent advisory firms, they eliminated responses from banks, broker-dealers, trust companies, insurance companies, and their affiliates. Also, firms that are branches of independent broker-dealers were excluded, as were those not operating as separate businesses with their own identities. In cases where firms reported a higher number of client relationships than client accounts, they used the number of client accounts as the divisor to calculate the average account size. The universe of 370\* firms was categorized by size of assets under management as follows: \$200 million or more, 97; \$100 million to \$199 million, 84; \$50 million to \$99 million, 115; \$25 million to \$49 million, 74. *"The publication ran an update in the January, 2004 issue stating: 'Our ranking of Bloomberg's Top Wealth Managers published in the July/August 2003 issue incorrectly reported the average client-account size for three firms. [Corrected figures for 3 firms provided]. In addition, the ranking left out 26 firms that should have been included. In many cases, the firms were dropped inadvertently because of inconsistencies between data items on our ranking questionnaires and those on the firms' Form ADVs. These firms are listed below.' Weatherly was included on this list of 26 firms, which was sorted alphabetically by business name. No payment was required for nomination or inclusion in the ranking. No organizational memberships were required of the Firm or individuals. Ranking on this list is not representative of any one client's experience and is not indicative of Weatherly's future performance. Weatherly is not aware of any facts that would call into question the validity of the ranking or the appropriateness of advertising inclusion in this list.*

<sup>2111</sup>2003 & 2005-Worth Weatherly Asset Management, L.P. did not receive the email blast invitation for participation in Worth Magazine's 2003 or 2005 Top 100 Wealth Advisors surveys.

### <sup>2</sup>2002-Worth

Weatherly Asset Management, L.P. was included in Worth's "The 250 Best Financial Advisors" list in the July/August 2002 issue. The 250 firms are listed alphabetically by state, and then alphabetically by business name. For consideration to be included in the list, Worth Magazine started by accepting nominations from readers, industry associations, investment firms, and the advisers in their database. Candidates were asked to complete an extensive survey detailing their backgrounds, professional designations, client-retention rates, and average portfolio returns. Candidates were also asked to provide their best ideas about wealth management, which were then studied carefully in the consideration process. Advisers in the running submitted a sample financial plan and two letters of recommendation. Registered investment advisers also supplied their Form ADVs, which describe their services, fee structures, and disciplinary histories (this is a document that any prospective client should review). Worth verified designations with industry associations and checked backgrounds using the Lexis legal database to search court records. No payment was required for nomination or inclusion in the list. After receiving notice of inclusion in the list, Weatherly paid Worth for reprints. No organizational memberships were required of the Firm or individuals. Inclusion on this list is not representative of any one client's experience and is not indicative of Weatherly's future performance. Weatherly is not aware of any facts that would call into question the validity of the ranking or the appropriateness of advertising inclusion in this list.

### <sup>1</sup>2001-Worth

Weatherly Asset Management, L.P. was included in Worth Magazine's 2001 list of 250 Best Financial Advisors. The list is organized by state, and then alphabetically by Advisor's last name. Worth Magazine evaluated nominees from a vast pool of new recommendations and past members of their list. Candidates were required to complete an extensive questionnaire detailing their credentials, professional distinctions, and compensation structures. The nominees also submitted a financial plan and a letter of recommendation from a client or professional peer outside their firm. Worth reviewed all of the data from the client's perspective: each submission was reviewed for clarity, completeness, and attention to individual needs. Nominees were also asked to provide their best ideas and recommendations. Worth then checked nominees' backgrounds. Registered investment advisers were required to provide their Form ADVs, which describe the firms' services and fee structures and the advisers' qualifications (this is a great resource that all advisers should be willing to share with their clients). Worth verified credentials and made inquiries with industry associations, local courts, and the Lexis Nexis legal database. All advisors on the list were able to take on new clients. No payment was required for nomination or inclusion in the list. After notification of inclusion in the list, Weatherly paid Worth for reprints. No organizational memberships were required of the Firm or individuals. Inclusion on this list is not representative of any one client's experience and is not indicative of Weatherly's future performance. Weatherly is not aware of any facts that would call into question the validity of the list or the appropriateness of advertising inclusion in this list.