



The Complexities of Wealth. *Clarified.*

Money, the truism goes, can't buy happiness. But wealth well managed can bring peace of mind. Since 1993, The Insight Group has helped a tellingly loyal clientele set their individual opportunities, responsibilities, and aspirations into motion.

ALLOW US TO MAKE INTRODUCTIONS







Top
Financial
Advisers
2018

FT 300 Ranking June 2018



THE INSIGHT GROUP, INC.[®]

2018 Edition of the Financial Times 300 Top Registered Investment Advisors

The list recognizes top independent RIA firms from across
the U.S. ¹

YOUR PLAN

When you engage with The Insight Group, your story influences a strikingly personal plan. Together, we'll implement a process for which the impact and effectiveness have been honed since 1993. Your present status, short-term goals, and deep-rooted priorities emerge alongside your own areas of interest and expertise, allowing us to understand how to truly tailor an ideal solution.

The Insight Group esteems team contributions, and that includes prowess within our office and beyond. We frequently refer and involve third-party professionals to provide specific advice and services. However, we never simply pass along your request. The Insight Group assures an understanding of your objectives with an outside party, then we get the legwork done. That means no phone calls or fuss, no head scratching or hassles for you. Just a plan so well executed, you simply review and approve. Our concern for our clients is not limited to financial matters. We consider a comprehensive view of your total well being including physical, emotional, social, spiritual, and philanthropic facets. Clients of The Insight Group are regularly invited to participate in personalized, educational sessions we arrange with industry influencers. Topics may relate to difficult realities such as elder care, or long-awaited indulgences like travel for couples or multi-generations.



YOUR INVESTMENTS

A personal approach is the hallmark of excellence at The Insight Group. We back that up with our carefully constructed investment approach.

YOUR STORY

Your life, your goals, your wealth are unlike those of anyone else. Let us help you elevate

*them all. Allow us to set an appointment to ☐ discuss your personal priorities. Call 801-944-7702 with your questions, ☐ or **email** us with your preferred contact number and the best time to reach you.*

Client Center

Your Wealth
Management
Site

Your
Investment
Portfolio

How We
Safeguard
Your
Investments



Email: info@insightgroup.com

Phone: 801-944-7702

Fax: 801-944-7708

Office: 3115 E Lion Lane Ste. 100 Salt
Lake City, UT 84121

MAP & DRIVING DIRECTIONS

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Investment Advisory Services offered through The Insight Group® Inc.

A Registered Investment Advisor. The Insight Group® Inc. is independently owned and operated.

The Insight Group® Inc. may only transact business in this state if first registered, excluded or exempted from state investment adviser, or investment advisor representative registration requirements. Follow-up and individualized responses to persons in this state by The Insight Group, Inc. or investment advisor representatives that involve either the effecting or attempting to effect transactions in securities, or the rendering of personalized investment advice for compensation, as may be, will not be made absent compliance with state investment adviser or investment advisor representative registration requirements, or an applicable exemption or exclusion.

The Financial Times 300 Top Registered Investment Advisers is an independent listing produced annually by the Financial Times (June, 2017). The FT 300 is based on data gathered from RIA firms, regulatory disclosures, and the FT's research. The listing reflected each practice's performance in six primary areas: assets under management, asset growth, compliance record, years in existence, credentials and online accessibility. This award does not evaluate the quality of services provided to clients and is not indicative of the practice's future performance. Neither the RIA firms nor their employees pay a fee to The Financial Times in exchange for inclusion in the FT 300.

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1. Financial Times - Top 300 RIA Firm, 2017, 2018

Source: Financial Times (June 22, 2017; June 28, 2018)

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The results are not based upon information or opinions of participating Registered Investment Advisers' ("RIA's") clients. Therefore, inclusion on The FT 300 is not representative of any participating RIA's clients' experiences. Neither the participating RIAs nor their employees pay a fee to The Financial Times in exchange for inclusion in The FT 300. The Insight Group, Inc. was published on The FT 300 in 2017, 2018. The Insight Group, Inc. applied for consideration, and the result was independently granted.

As of 2018, applicants are graded on six factors: assets under management ("AUM"); AUM growth rate; years in existence; advanced industry credentials of the firm's advisers; online accessibility; and compliance records. By considering the "compliance record" eligibility to appear on The FT 300, FT seeks to ensure that a participating RIA has an established and significant history and record free from regulatory sanctions. The FT caps the number of companies from any one state. The cap is roughly based on the distribution of millionaires across the United States. The FT 300 is based on data gathered from RIAs, regulatory disclosures, FT's research, and/or research conducted on FT's behalf by "Ignites Distribution Research," formerly referred to as a "sister publication" and most recently referred to as a "subsidiary" of FT that provides business intelligence on the asset management industry. The Insight Group, Inc. is not aware of the number of RIAs that applied to be on The FT 300 for all the years in which it appeared. However in 2017, approximately 725 RIA companies applied for consideration. As of 2018: the FT 300 represents RIAs with an "average" practice experience of over 22 years and managing \$4 billion in assets; and the FT 300 Top RIAs hail from 38 states and Washington, D.C. FT indicates that the methodology used to evaluate inclusion on The FT 300 is quantifiable and objective, and that the participating RIAs had no subjective

input in the analysis. FT does not include RIAs on The FT 300 if the ratings are not statistically valid with respect to any RIA; and there are no facts that would call into question the validity of the inclusion on The FT 300 or the appropriateness of The Insight Group, Inc.'s advertising the same. Neither the participating RIAs nor their employees pay a fee to FT in exchange for inclusion in The FT 300. However, The Insight Group, Inc. may pay a fee to FT, an affiliate, or an unaffiliated third party in exchange for plaques or article reprints commemorating the designation. While The Insight Group, Inc. would pay this fee after receiving the designation and not as a condition precedent to receiving it, the fact that The Insight Group, Inc. pays any fee with respect to its receipt of the designation should be considered if such designation is a factor in a client or prospective client's evaluation of whether to initially engage or continue to engage The Insight Group, Inc. for investment advisory services. Inclusion on The FT 300 is not indicative of The Insight Group, Inc.'s future performance, or any future performance pertaining to its clients' investments; should not be construed by a client or prospective client as a guarantee that they will experience a certain level of results if The Insight Group, Inc. is engaged, or continues to be engaged to provide investment advisory services; and should not be construed as a current or past endorsement of The Insight Group, Inc. by any of its clients.

More information about The FT 300 and the 2018 ranking list is available here:

<https://www.ft.com/content/a07f2b38-4d54-11e8-97e4-13afc22d86d4>.

More information about The FT 300 and the 2017 ranking list is available here:

<https://www.ft.com/content/1ad3a626-2c30-11e7-bc4b-5528796fe35c>.

2. Financial Advisor Magazine – RIA Survey & Ranking, 2017

Source: Financial Advisor Magazine (July 2017)

The Financial Advisor Magazine is a monthly news publication that delivers market information and strategies to help advisors better serve their affluent clients, as well as practice management ideas to help advisors build their firms. The Insight Group, Inc. is not affiliated with Financial Advisor Magazine.

Candidates for Financial Advisor Magazine's RIA Survey and Ranking must complete an online survey that contains approximately twenty-six (26) to thirty (30) questions (number of questions may vary year to year) concerning the candidate firm's clients, Registered Investment Adviser ("RIA") size, RIA age, services, and growth efforts. With respect to the candidate's clients, the questionnaire contains inquiries concerning the firm's total number of clients and demographics. The questionnaire also inquires as to the candidate's total assets under management, additional assets, and techniques employed by the candidate firm that promoted or hindered growth to the candidate's asset base. The questionnaire also contains inquiries concerning the candidate's registration status as an investment adviser and/or broker-dealer, identification of the candidate's custodians, and the date of firm's most recent ADV filing. The questionnaire further asks candidates to check-off all services the candidate currently offers its clients. With respect to the candidate's employees, the questionnaire inquires as to the firm's total number of employees and the firm's employee recruitment practices over the preceding three years to completing the survey. With regards to the firm's growth efforts, the questionnaire inquires as to the candidate's likelihood of expansion efforts in the three (3) years preceding completion of the survey and in the forthcoming twelve (12) months from the date the candidate completing the survey. Some of these inquiries include whether the firm hired a strategy consultant, obtained a valuation appraisal, added one or more offices, engaged in merger discussions, rejected a merger proposal, or hired former registered representatives. The questionnaire also asks candidate to reveal one thing that the candidate would do to improve the advisory profession.

The criteria on which the final ranking is presented ranks candidates based on five (5) categories: 1) year-end discretionary and non-discretionary assets under management ("AUM") reported on the candidate's Form ADV; 2) the candidate's percentage of growth in assets for the relevant calendar year; 3) average assets per client relationship; 4) percentage of growth in assets per client; 5) candidate's percent change in number of client relationships.

To be eligible for the ranking, firms must be registered investment advisors and provide financial planning and related services to individual clients. Firms must have filed their Form ADV prior to completing the questionnaire associated with the award. Corporate RIA firms and investment advisor representatives (“IARs”) are not eligible for this survey. From year to year, firms with a certain minimum of assets under management are recognized in the print version of Financial Advisor’s Magazine’s ranking list. Firms with less than the respective year’s prescribed minimum of assets under management are recognized in the Financial Advisor’s Magazine national online digital ranking list on FA’s website, <https://www.fa-mag.com/>. The Insight Group, Inc. was recognized for the award in 2017. Financial Advisor Magazine awarded the following number of recipients for each respective year: 2017: 638 honorees. The Insight Group, Inc. applied for consideration, and the result was independently granted.

Financial Advisor Magazine does not require membership or payment in order for award participants and/or applicants to be considered for an award designation. Financial Advisor Magazine does not publish, nor is The Insight Group, Inc. aware of the number of participants that applied to be on “RIA Survey & Ranking” for the year(s) upon which it appeared. The Insight Group, Inc. is unaware of any undisclosed facts that could potentially invalidate the appropriateness of the ranking. By virtue of disclosing this ranking, The Insight Group, Inc. is disclosing favorable ratings (to the extent that The Insight Group, Inc. is ranked above other advisors) and unfavorable ratings (to the extent that The Insight Group, Inc. is ranked below other advisors).

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Additional information about the Financial Advisor Magazine’s “RIA Survey & Ranking” is available at the following links: <https://www.fa-mag.com/news/ria-survey—ranking-2017-33401.html>; <https://www.fa-mag.com/research/ria-survey>.

The Financial Advisor Magazine’s “RIA Survey & Ranking” 2017 ranking list is available at the following link: [https://www.fa-mag.com/userfiles/2017_ISSUES/Financial Advisor/July_2017/RIA_Survey/July2017_RIAranking_072017.pdf](https://www.fa-mag.com/userfiles/2017_ISSUES/Financial_Advisor/July_2017/RIA_Survey/July2017_RIAranking_072017.pdf).

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