Top 11 Financial Advisors in Tampa, St. Petersburg, and Palm Harbor, Florida

2016 RANKING OF TOP WEALTH ADVISORS

Finding the Top Financial Advisors in Tampa, FL

If you're looking for a financial advisor in Tampa, FL, our list is for you. Technically, it's more accurate to say, "If you're looking for an ethical, fiduciary financial advisory firm in Tampa, FL, our list is for you."

Because the truth is that there are a lot of huckster financial advisors in Tampa and across the country who want to turn you into a number. They want to get your name on a contract, take your money, recommend a bunch of extra fee-based products to you, and then forget about you until your annual meeting.

But we don't think a sound, reputable wealth manager in Tampa and the surrounding area behaves like that. In fact, we think that a good Tampa financial advisor puts your concerns front and center in everything they do.

As much as possible, a good financial advisor in Tampa minimizes or eliminates conflicts of interest to provide you with the utmost in objective, unbiased advice. It's your money being invested, so it's you who should be comfortable with the why and the how of any decision that is made.

Our list of the Top 11 Financial Advisors in Tampa, St. Petersburg, and surrounding areas will give you the rundown on which advisors meet our high quality standards. When applicable, you'll peek deeper into key facets of each firm, such as their client interview process, methodology, investment philosophy, continuing education, and more.

Read on for the list of Top 11 Financial Advisors in Tampa to see who might best help you meet your financial goals.



AdvisoryHQ's List of the Best Financial Advisors in Tampa

- ARS Wealth Advisors
- Beacon Asset Management, Inc.
- CapTrust Advisors, LLC
- Doyle Wealth Management, Inc.
- Financial Guidance Group
- FirsTrust
- Harwood Financial Group
- Heritage Investment Group
- Mintco Financial Inc.
- Pinnacle Wealth Planning Services, Inc.
- Seabridge Wealth Management, LLC

List is sorted alphabetically (click any of the names above to go directly to the detailed review section for that advisor)

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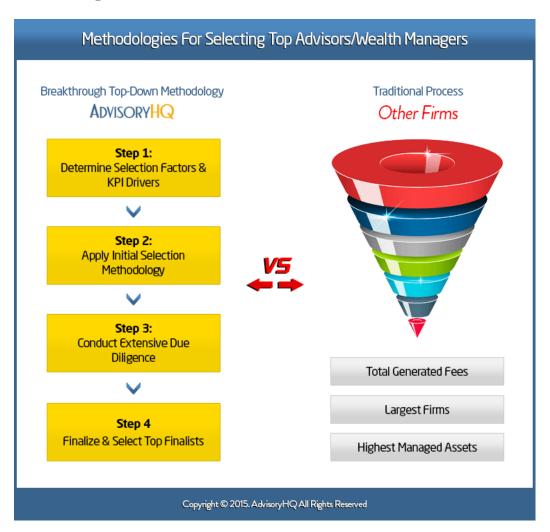
Firm	Location
ARS Wealth Advisors	St. Petersburg
Beacon Asset Management, Inc.	Tampa
CapTrust Advisors, LLC	Tampa
Doyle Wealth Management, Inc.	St. Petersburg
Financial Guidance Group	Palm Harbor
FirsTrust	Tampa
Harwood Financial Group	Tampa
Heritage Investment Group	Tampa
Mintco Financial, Inc.	Tampa
Pinnacle Wealth Planning Services, Inc.	St. Petersburg
Seabridge Wealth Management, LLC	St. Petersburg

Methodology | **Financial Advisors** – **Tampa**, FL

What methodology did we use in selecting this list of best Tampa financial advisors and top wealth managers?

Using publicly available sources, AdvisoryHQ identified a wide range of financial advisors, asset and wealth managers, and financial planners that provide services in Tampa and surrounding areas.

We then applied AdvisoryHQ's Breakthrough Selection Methodology to identify the final list of top advisors that provide services to communities in and around Tampa, FL.



Detailed Review – Top Ranking Financial Advisors in Tampa, Florida

Below, please find the detailed review of each firm on our list of top advisors and financial planners in Tampa. We have highlighted some of the factors that allowed these Tampa financial advisory firms to score so high in our selection ranking.

ARS Wealth Advisors Review

ARS Wealth Advisors is an independent financial advisor in Tampa and the St. Petersburg area. Founded in 1997, the firm has been nationally recognized as one of the top RIAs in the country for most of the past 12 years. According to ARS's own research, their assets under management has grown more than 300% since 2011.

Key Factors that Enabled This Firm to Rank as a Top 2016 Wealth Advisory Company

Below are key factors that enabled ARS Wealth Advisors to be rated one of this year's top financial advisory firms in Tampa, Florida.

National Recognition:

ARS has compiled an impressive list of rankings over the past 10 years. CNBC ranked ARS at number 32 on its list of Top 100 Fee-Only Wealth Managers in 2015. The same year, *Financial Times* included ARS in its Top 300 Registered Investment Advisors list.

In addition to these two reputable financial sources, *Financial Advisor* magazine also ranked ARS in its Top 500 Registered Investment Advisors for 2015, marking the fourth straight year that ARS has appeared on the list.

<u>Disciplined Approach</u>:

Unlike many within the financial services industry, ARS refuses to follow trends or fads when building client portfolios. Their aim is not to help investors get rich quick but to experience steady gains with balanced risk appropriate to the client's tolerance.

First, ARS meets with each prospective client to hear their needs and goals as an investor. From there, ARS financial advisors determine the client's risk tolerance and what they can expect given their financial posture.

The next step involves crafting a personalized plan that takes into account all of the pertinent details gathered thus far in the process. Once the plan is

implemented, ARS monitors the client's portfolio to ensure that their goals are being met.

Long-term Thinking:

Anyone who's been investing for a significant amount of time understands that you have to be committed to the process. You don't funnel your money into a bunch of stocks and expect brisk gains before dumping them and moving on.

To the contrary, you have to see your investments through the good times and the bad times. ARS knows this and practices it with every portfolio.

With that in mind, they won't work with clients who want to get rich quick or follow the hottest investment schemes. ARS quotes the research that points out how 91% of returns stems from diversified asset allocation, not price or timing.

ARS makes our list of the best Tampa wealth managers due to their conservative, long-term approach. It puts their clients' best interests at the center of their investment philosophy.

Range of Low-Risk Investment Options:

ARS provides a nice range of investment opportunities that naturally minimize the risks to investors. Some of those include:

- Bonds (government, corporate, high yield, global)
- Global stocks (small-, mid-, and large-cap; international; growth; value)
- Preferred stock
- Mutual funds (high quality, no-load institutional class funds)
- Exchange traded funds (ETFs)

Diversified Designations:

ARS is a great Tampa financial advisor thanks in part to the diversity of their staff when it comes to industry designations.

The list of certifications is long but crucial to informing how ARS Wealth Advisors does its job so effectively. The list includes:

- MBA (Master of Business Administration)
- **CFP** (Certified Financial Planner)

- **CFA** (Chartered Financial Analyst)
- **CPA** (Certified Public Accountant)
- **PFS** (Personal Financial Specialist)
- **RIA** (Registered Investment Analyst), a designation that applies to the company as a whole

This is a much more exhaustive list of designations than what you'll find in a typical financial planner in Tampa or elsewhere. This works to make ARS one of the best Tampa wealth management firms because their staff can contribute a wide array of knowledgeable perspectives when devising your financial plan.

The result for you? A well-rounded investment strategy that minimizes your risk as much as possible and maximizes your gains and tax efficiency.

Included within this diversity is a combined 100-plus years of financial planning experience. This means your money and your future are in solid, expert hands.

Charitable Giving:

A very important feature that we look for in the companies that made our list of top Tampa financial planners is their commitment to giving back to their communities. We're happy to report that ARS does just that.

ARS focuses on religious charities, specifically those that assist foster children and area youth. Other charities favored by ARS include a local food bank, thrift shop, and Eckerd College athletics.

Fee-Only RIA:

What does being a "fee-only RIA" mean for you? It means that when you sign a contract with ARS, you only pay one set fee based on your AUM, or Assets Under Management.

What it does not mean is that ARS will hit you with surprise charges down the road. Fee-only means a one-time fee upfront for financial planning services. That's it.

Likewise, their advisors don't earn commission. They won't steer you in the direction of extraneous products and services because of the kickback they'll receive from a parent company or affiliates.

Instead, they recommend products or services without biased input. No bonuses, no commission. Only your best interest front and center in all the business they do.

Like most Tampa Registered Investment Advisors, ARS is committed to a fiduciary standard. Fiduciary financial planners don't look for ways to grow their bottom line, only yours.

Autonomous:

In keeping with their status as a Tampa Registered Investment Advisor and fiduciary financial planner, ARS runs their own show. They are free of potential conflicts of interest that may arise from working under the auspices of a brokerage or parent company. This guarantees that you will receive objective, unbiased advice.

Beacon Asset Management, Inc. Review

Beacon Asset Management, Inc. is a Tampa Registered Investment Advisor with an additional office in Naples, FL. They specialize in working with high net-worth individuals but remain accessible to clients with at least six figures in assets.

Key Factors that Enabled This Firm to Rank as a Top 2016 Wealth Advisory Company

Below are key factors that enabled Beacon Asset Management, Inc. to be rated one of this year's top financial advisory firms in Tampa, Florida.

Fiduciary Standard:

Beacon aligns themselves with the fiduciary standard in financial planning, which means they are committed to what's best for you. At no time will Beacon put their own interests ahead of yours. This includes eliminating conflict of interest, providing 100% unbiased advice, and being completely transparent in every phase of your financial planning process.

Open & Available:

Beacon financial advisors are always open to hearing from clients, whether the client has a concern, a question, or a comment about their portfolio's performance.

But Beacon does one better than most financial planners in Tampa and elsewhere. They give each client a direct line to Beacon's Private Investment Manager.

What does this mean for you? It means that not only do you have a responsive financial advisor who will get back to you at the earliest possible moment, but it also means you will have ready access to a professional equally qualified to answer your questions.

The Private Investment Manager at Beacon is a Certified Financial Planner who is qualified to address a very broad range of client concerns. In this way, Beacon goes the extra mile in giving investors the support and individual attention that is sorely lacking from many registered investment advisory firms in Tampa.

Transparent & Accountable:

We like the level of transparency and accountability to which Beacon holds itself in handling clients' money. Beacon accomplishes this by utilizing Folio Institutional as its asset custodian.

Folio benefits Beacon clients in a lot of different ways, including:

- Electronic statements and reports detailing client asset performance
- Tools and downloads to help with taxes
- Extended insurance on client cash and securities
- Retirement plan services
- Qualified plan services
- Online voting by proxy

Additional Help with Taxes:

Come tax time, a detailed cost-basis report is distributed to clients with taxable accounts. This report keeps all of your asset-related tax information in one place for convenient reference. Furthermore, it drastically cuts down on the work that you and/or your CPA must do to organize your tax info. Willing to Work with Anyone:

Most financial advisors concentrate on working with high net-worth individuals and families, corporations, foundations, and institutions. While Beacon works with these client types, too, they also keep their doors open for investors who don't make quite as much as affluent individuals or families.

But they do have a minimum. Beacon advisors offer its services to investors with a minimum of at least \$100,000 to invest. This is good news for someone who wants to grow their money but who doesn't meet the traditional benchmarks for working with a financial planner. In this way, Beacon is willing to help clients become more "affluent emergent."

CapTrust Advisors, LLC Review

CapTrust Advisors, LLC is a wealth management firm in Tampa that services high net-worth clients and their families. The firm was founded in 2001 by Roger E. Robson and Eric W. Bailey, both Managing Principals at the firm to this day.

In 2007, Stephen H. Schott merged The Schott Group, the firm he founded, into CapTrust and became a Managing Principal.

Key Factors that Enabled This Firm to Rank as a Top 2016 Wealth Advisory Company

Below are key factors that enabled CapTrust Advisors, LLC to be rated one of this year's top financial advisory firms in Tampa, Florida.

A Wealth of Combined Experience:

Many financial advisory firms will boast that their staffs have over 100 years of experience combined between team members. At CapTrust, however, they have more than 300 years of experience in the financial services industry.

This puts them head and shoulders above the vast majority of wealth managers in Tampa and across the country when it comes to experience. When you hire a CapTrust financial advisor, you put your money into the hands of one of the most experienced, expert firms in the nation.

Independent, Fiduciary, & Employee-owned:

CapTrust Advisors is an independent, fiduciary financial advisory firm in Tampa that does not set its policies or advice according to the dictates of a governing organization.

Instead, the advisors at CapTrust are free to dispense conflict-free, unbiased advice with the purpose of helping you reach your financial goals. What's more, the company is employee-owned, giving each advisor a stake in the company's success.

To that end, the company only succeeds when you do. As a result, they treat your money, your time, and your interests as if they were their own. This makes CapTrust a Tampa wealth management firm that you can trust.

Large Size but with Long-term Relationships:

CapTrust is, by far, one of the largest financial advisors that we've reviewed. By their own math, CapTrust employs a whopping 49 financial advisors.

With a number so high, many investors might fear that they will get lost in the multitude of clients. But the great thing about CapTrust is that, while large in size, they have proven equally stable at establishing long-term relationships.

Several clients have utilized the services of CapTrust's financial advisors for nearly three decades. This evidences their wholehearted commitment to each individual investor who comes to them needing financial help.

Want more evidence? CapTrust advisors don't set you up for quick gains or a flash-in-the-pan client-advisor relationship. Rather, they discuss your long-term objectives and stand patiently by your side to help you reach them.

Knowledgeable Staff:

The range of industry certifications and designations to be found among CapTrust's advisory team is impressive. Some of the designations enjoyed by CapTrust financial advisors include:

- Certified Financial Planner (CFP)
- Chartered Financial Analyst Charterholders (CFA)
- Certified Investment Management Analyst (CIMA)
- Chartered Alternative Investment Analyst (CAIA)
- Certified Pension Consultants (CPC)

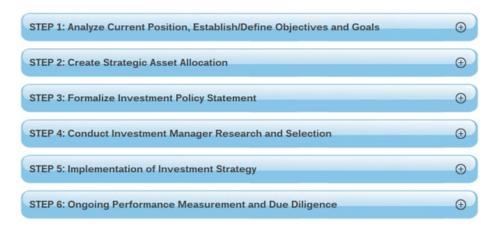
Customized but Flexible:

When you entrust your money to CapTrust, you do so with a Tampa financial planner who doesn't squeeze their clients into the same financial box. Instead, CapTrust takes the time to learn as much as possible about you, your needs, and your long-term goals.

They then take all your information and use it to build a personalized investment plan for you from the ground up. Everything in your plan reflects you, from where you are now to where you want to be.

But rather than sticking rigidly to the same plan no matter what occurs in the markets, CapTrust advisors are there to upgrade your strategy along the way. They review your portfolio for performance and viability, and they are not afraid to suggest tweaks for improvement.

In this way, you get a customized plan with CapTrust but the freedom to change it as your circumstances or variables within the marketplace change.



Available for Individual Services:

If you don't wish to hire CapTrust for its full range of financial services, you may instead hire them for individual services according to your needs. CapTrust will review your financial posture for free and then quote you a fee for whichever service you wish to utilize.

Likewise, you have the opportunity to replace one of your existing advisors or consultants with CapTrust. CapTrust can charge only for the services that you use. This allows you to save money rather than being billed a lump sum for an unused suite of services.

Community Outreach:

The financial advisor team at CapTrust partners with several charitable and community organizations throughout Florida. Some of these organizations include:

- United Way
- Boys & Girls Club
- Miami Zoo
- All Children's Hospital
- Big Brothers Big Sisters of Tampa Bay
- Metropolitan Ministries

Many Services for Diverse Clientele:

CapTrust caters to high net-worth individuals and families, particularly those with over \$3 million in assets. Along with many other wealth management firms in Tampa and those across the country, CapTrust offers retirement planning and plans for institutions, endowments, and foundations.

One area of service that sets CapTrust apart is their specialty in helping religious institutions. They aim to assist religious organizations balance the principles of their faith with the hallmarks of sound financial decision-making. CapTrust has considerable experience helping such institutions as Catholic universities, Catholic schools, faith-based healthcare companies, dioceses, and archdiocese.

Doyle Wealth Management, Inc. Review

Doyle Wealth Management, Inc. serves as a Registered Investment Advisor in Tampa/St. Petersburg and the surrounding area. The firm was founded by Robert and Jillian Doyle in 2005. Their clientele is primarily high net-worth individuals with at least \$500,000 in AUM.

Key Factors that Enabled This Firm to Rank as a Top 2016 Wealth Advisory Company

Below are key factors that enabled Doyle Wealth Management, Inc. to be rated one of this year's top financial advisory firms in Tampa, Florida.

Designated & Certified:

The team members at Doyle sport an assortment of designations and industry certifications that speak to their knowledge and varied specialties. This assures you of a balanced perspective that better informs your investment strategy.

Some of the designations found among Doyle advisors include:

- Certified Public Accountant (CPA)
- Personal Financial Specialist (PFS)
- Chartered Financial Analyst (CFA)
- Certified Financial Planner (CFP)

Fee-Only:

Doyle Wealth Management is strictly fee-only, meaning their advice will not be compromised by conflicts of interest, sales quotas, performance bonuses, incentives, or the interests of outside parties.

Instead, Doyle focuses on your needs and your goals for the future. They do not focus on their own bottom line by selling additional products or services. Their mission is nothing more than to help you build and preserve your wealth.

Doyle's fees are based on Assets Under Management (AUM) and are billed quarterly.

Intent on Forming a Long-term Relationship Built on Trust:

One thing you notice when you consider Doyle Wealth Management as your financial advisor is their emphasis on trust. They are upfront from the start about their services, their fees, and what you can expect of them.

This forthright approach sets the tone for what you can expect from your relationship with Doyle. They will help you craft a customized investment strategy that factors in your financial health and your goals for the future.

From there, they work side-by-side with you to accomplish your objectives. The only way for that to happen is by committing to you for the long-term, which is Doyle's pledge to each client.

PARTNER Program:

Many potential investors are turned away because they do not meet the minimum asset requirements set by financial advisor firms. These minimums can range anywhere from \$500,000 to \$1,000,000 or more, depending on the firm.

Unfortunately, many people think that they must settle for a non-fiduciary, commission- or sales-based firm who doesn't have such minimums to handle their money. Otherwise, they're forced to wait until their wealth meets the industry standard for engaging most financial planning services.

But to serve this market of "emerging affluent" clients, firms like Doyle have developed their PARTNER Program. To qualify for PARTNER, clients must be on their way to accumulating significant wealth and evidence a dedication to financial planning strategy. In this way, Doyle can help clients who are just starting out to get an early handle on their burgeoning finances.



Some of the educational benefits of PARTNER include:

Learning about investment fundamentals, asset allocation, and asset diversification

- Prioritizing your financial objectives such as retirement, saving for college, emergency funds, and more
- Tax planning
- Estate planning
- · Maximizing insurance planning
- Analyzing cash flow

Additionally, further assistance is given to clients accepted into the PARTNER Program in the form of:

- Personalized portfolio
- Financial planning services
- Portfolio Analyst and a team of experienced investment professionals dedicated to your account

Financial Guidance Group (FGG), Inc. Review

Financial Guidance Group, Inc. (FGG) is a financial advisor in Tampa, FL, founded by Carl von dem Bussche. They are a fee-only, fiduciary wealth management firm that provides both custom plans as well as model portfolios.

Key Factors that Enabled This Firm to Rank as a Top 2016 Wealth Advisory Company

Below are key factors that enabled Financial Guidance Group, Inc. to be rated one of this year's top financial advisory firms in Tampa, Florida.

Fee-only and Fiduciary with a High Code of Ethics:

When you hire a Tampa financial planner, you want a firm that provides objective, unbiased advice. You want to eliminate the doubt that commissions, incentives, or "fee-based" payment structures can cast on your client-advisor relationship.

Advisors at FGG understand this, which is why they are a fee-only advisory that holds themselves to a fiduciary standard. Their recommendations will not be swayed by external organizations or parent companies. Nor will they charge you extra for the products or services they recommend.

To show how serious and committed they are to upholding the highest ethical standards, FGG abides by two separate codes:

- National Association of Personal Financial Advisors Code of Ethics
- CFP Board of Standards Code of Ethics and Professional Responsibility

These codes hold financial advisors to a principled, transparent, client-focused approach to doing business. When you hire FGG, you won't get a wolf in sheep's clothing out to make money off you. Instead, you get a long-term relationship with a Tampa wealth manager that you can trust to have your best interest in mind.

The FGG Process:

Like most of the top financial advisors in Tampa who made our list, FGG provides a complimentary initial interview. They meet with you to obtain a snapshot of your financial health, your goals, and your preferred timetable.

From there, you are free to sign on with FGG to utilize their wealth management service. A Wealth Survey is completed to help the firm understand how best to maximize your portfolio.

However, you may hire FGG à *la carte* to update and improve your current financial plan. They will agree to do so for a one-time, non-negotiable\$2,500 fee.

Once your financial plan is implemented, FGG institutes a quarterly fee on your AUM.

Free "Second Opinion" Service:

If you're uncertain whether to entrust your finances to FGG, the firm gives you a chance to see what they're all about with their "Second Opinion" service.

With this service, FGG will review your existing financial plan for free. They will identify any areas of concern, any weaknesses, as well as any strengths.

From there, you can implement FGG's revised plan if you so choose. FGG can initiate the implementation and management of your portfolio under a standard financial advisor contract.

Consistent Back-and-Forth:

The advisors at FGG keep the door open for you at all times. Not only will they communicate with you, the client, regularly, but they encourage you to get in touch with them any time you have a concern or question about your account.

Not only that, but FGG especially wants to hear from you if you are about to make a significant financial decision. Whether buying a new home or something as seemingly small as buying a new car, FGG wants to know.

Keeping the lines of communication open in this way enables FGG to stay flexible and current when updating your financial plan. In this way they can provide you with the most accurate information and most informed recommendations for how to manage your asset allocations.

Continuing Education:

We value financial advisors who maintain a commitment to continuing education. It shows that the firm is serious about staying atop all the trends, ever-changing financial laws, and implications for how your money is managed.

With that in mind, FGG consistently holds twice the amount of CE (continuing education) credits as required by the CFP Board of Standards. This allows FGG to give you the most pertinent, up-to-date information that can help minimize your risk while maximizing your portfolio's gains.

<u>Your Choice between Custom Plans or Model Portfolios</u>:

While we prefer financial advisors who create customized financial plans for their clients, we appreciate when a firm is upfront about the use of model portfolios. In the case of FGG, the client is given the option to choose either a model portfolio or create a personalized one. This lends FGG an extra layer of customer service by putting the decision-making into the investor's hands.

With that in mind, FGG offers four model portfolios:

- Mainstay
- Steadfast
- Surveyor
- Explorer

Each model portfolio comes with a different focus.

- The **Mainstay** portfolio is FGG's most conservative model. It preserves wealth with a continued focus on accruing returns and providing income within the ensuing 3-5 years. For this reason, retired clients or clients very near retirement benefit the most from the **Mainstay** portfolio.
- The **Steadfast** portfolio is a more balanced, more relaxed version of the **Mainstay**. Just as with the **Mainstay**, the focus on accruing returns, providing income, and preserving wealth is the same with the **Steadfast**. However, the timeframe differs in that **Steadfast**portfolios only allow for withdrawals within the ensuing 5-10 years.
- The **Surveyor** portfolio is yet another step down from the accelerated pace of the **Mainstay** and **Steadfast**. Current income and wealth preservation are secondary concerns compared to asset growth. The best clients for a **Surveyor** portfolio are those with more than a decade left before they plan to retire and who will not need to withdraw any significant amounts of money prior to retirement.
- The **Explorer** portfolio is for investors at least 15 years from retirement who are not as concerned with providing themselves a current income from their wealth preservation. Managing risk while accruing adequate returns are the main focuses of the **Explorer**, with no significant withdrawals for at least 10 years.

Client Education:

FGG makes a wealth of information available to clients. Everything from related industry news, financial briefs, relevant financial planning articles, and a "market data bank" will keep investors up-to-date on market happenings. By making so many free resources available, FGG is striving to help clients educate themselves and make better investment decisions.

FirsTrust, LLC Review

FirsTrust, LLC is a fiduciary financial advisor in Tampa founded in 1994 by Michael T. Koenig. Today it is recognized as one of the largest ensemble firms in the country.

Michael T. Koenig founded FirsTrust to provide professional financial planning services similar to what clients might find on Wall Street.

However, he wanted to start a financial advisory firm that differed from Wall Street brokerages by not taking commissions, incentives, or bonuses. He wanted to provide unbiased, objective advice that investors could trust.

Key Factors that Enabled This Firm to Rank as a Top 2016 Wealth Advisory Company

Below are key factors that enabled FirsTrust, LLC to be rated one of this year's top financial advisory firms in Tampa, Florida.

Fee-only Registered Investment Advisor:

One look at FirsTrust's website and you can tell how passionate they are about being a fee-only RIA.

The firm is comprised of former bankers, traders, brokers, and Wall Street execs, all of whom tired of the commission- and sales-based structures under which they were employed. As a result of their experience on Wall Street, the financial advisors at FirsTrust wanted to work directly with clients to help them reach their bottom line, not the bottom line of the firm.

To make this possible, FirsTrust refuses any commission, incentives, or bonuses. They are entirely independent and entirely transparent about their fee-only structure from your first meeting with them. Because of this, you can rest assured that FirsTrust has only your goals and concerns in mind.

To guarantee that they are able to provide even better service than the big Wall Street brokerages, FirsTrust utilizes proprietary technology that allows them to recommend products and services from a global array of platforms.

This means that the advisors at FirsTrust won't recommend something to you because it is the firm's pet stock or because a parent company has set a sales quota. Instead, FirsTrust can go beyond typical brokers by searching out investment opportunities that might not be available to you at other, non-fiduciary firms.

To further demonstrate their commitment to trust and a forthright business practice, FirsTrust does something unusual among financial advisors. References from satisfied investors, local attorneys, and CPAs are made available to build trust with new clients and solidify the firm's reputation.

The FirsTrust Difference:

FirsTrust goes above and beyond the typical registered investment advisory firm in Tampa with how they provide superior customer service.

To start, FirsTrust has no chairs in their lobby. They want you to walk into their office, be greeted, and be guided on your way to talk with a financial advisor. The last thing they want is for you to sit around a waiting room.

The firm doesn't want you to wait for someone to pick up the phone when you call, either. Instead of waiting on hold for minutes at a time, when you call FirsTrust, you're connected to a real, live human. In the rare event of a missed call, a FirsTrust advisor returns your call promptly.

Working as a Team:

FirsTrust acknowledges that no single advisor can possibly know everything they need to know to maximize your portfolio on their own. It takes a team of experts to brainstorm and discuss the best investment strategies to reach your goals as quickly as possible while minimizing risk.



To that end, FirsTrust works as a team on your portfolio. Investment strategies are crafted with more than one perspective in mind. Not only that, but advisors at FirsTrust can help you design a well-rounded investment plan that takes into account other services, too.

Some of these services include financial planning, taxes, retirement, and estate planning, among others.

Open Door:

FirsTrust doesn't want to stop at providing an excellent client experience during the investment strategy stage. In fact, one of the things we liked about FirsTrust that put them on our list of top financial advisors in Tampa is how they strove to keep communication with their clients open and flowing at all times.

Each quarter, FirsTrust meets with investors to go over the progress of their portfolio. During these meetings, FirsTrust advisors will learn about any significant changes that occurred to the client's financial posture. From there, advisors recommend changes to the investment strategy, if needed.

Clients who live abroad or too far away to meet in person are not forgotten. FirsTrust meets with these clients either over the phone or via videoconferencing platforms.

The FirsTrust Process:

The first meeting with FirsTrust is free. This time is helpful in learning if you and FirsTrust are a good match for your future financial goals. If the match is good, FirsTrust develops an investment strategy that takes into account your financial health and needs.

FirsTrust's disciplined investment approach comes into play at this juncture. FirsTrust feels that rather than scatter your investments like buckshot into the wind, your interests are better managed and protected by moving ahead with beneficial investments while ruling out inferior ones.

This is crucial for investors who might otherwise be wooed by enticing investment opportunities that do not align very well with their goals. FirsTrust is there to help all investors stay the course on a conservative, prudent investment strategy in order to produce long-term gains.

Tax Efficiency:

Taxes can feel like a real burden to investors, especially considering the sizeable chunk they take from investors' gains. FirsTrust understands this, and they want to help you relieve as much of your tax obligation as possible.

To that end, FirsTrust employs advisors who have experience with several tax strategies that can help you keep more of your money. The strategies are 100% legal and above-the-board.

As FirsTrust's website puts it, "Tax evasion is illegal, but tax avoidance is recognized [by the U.S. Supreme Court] as a legitimate endeavor."

Harwood Financial Group Review

Harwood Financial Group is an SEC-Registered Investment Advisor in Tampa, FL, that services high net-worth clientele. Harwood was founded by its namesake, Robert Harwood, a former commercial airline pilot and an Air Force pilot and officer.

Key Factors that Enabled This Firm to Rank as a Top 2016 Wealth Advisory Company

Below are key factors that enabled Harwood Financial Group to be rated one of this year's top financial advisory firms in Tampa, Florida.

Client-Focused:

Harwood Financial Group is a wealth management firm in Tampa that will put your interests ahead of their own. They won't sneak in commissions or incentives or other hidden fees that will cost you extra in fees.

Furthermore, their status as a fiduciary and one of the SEC-Registered Investment Advisors in Tampa means they will provide advice untainted by the firm's personal gain or conflicts of interest. This is their legal obligation as a fiduciary RIA.

In keeping with these standards, Harwood operates under a fee-only structure. You pay a fee for your financial plan, implementation, and oversight. No additional costs for additional services or products.

Harwood earns money through a percentage of your Assets Under Management. In this case, it is 1.0 to 1.5%. As is the case with most fee-only advisors, the percentage of AUM goes down when the amount of your AUM increases.

Full-service Firm:

When you work with Harwood, you receive a firm that specializes in providing full service financial advisory. Wealth management, tax efficiency, estate planning, asset protection—Harwood Financial Group can do it all.

What's more, Harwood oversees the vast majority of details attendant to your account. Not only will they help you open your account, but they will manage your asset transfers, asset allocation, account monitoring, and portfolio rebalancing.

Open Door Policy:

Timely communication is valued at Harwood. To this end, each client account has a dedicated team member ready to assist whenever needed.

But Harwood goes even further than that. If you have a question or a concern that's bigger and/or more involved than a phone call, Harwood encourages you to come in for a face-to-face meeting. This is in addition to the regular meetings they will set up with you throughout the year.

eMoney:

To assist clients and make their financial lives a little easier, Harwood offers an online reporting program called eMoney.

eMoney is a web portal that collates your financial data into one online space. Bank accounts, credit cards, and all of your financial accounts can be conveniently viewed in eMoney. Personalized reports can be formulated and printed out at the push of a button (or the click of a mouse).

The eMoney service is offered to Harwood clients free of charge.

Complimentary Services:

One of the things that helped Harwood make our list of top financial advisors in Tampa is the length they will go to for clients before any contract is signed.

Free of charge, Harwood Financial Group offers the following reports to prospective clients:

• **Investment Risk Analysis**. This includes an analysis of your financial posture and how your investments can be improved.

- Tax Review and Analysis. Harwood advisors will review your tax situation and make recommendations for lessening your burden now while also making your investments more tax efficient later on.
- **Estate Transition Plan Review**. Your existing estate plan will be analyzed. Suggestions will be given on how to improve your plan for smoother estate transfer while reducing costs and associated taxes.
- **Complimentary Financial Plan**. Harwood won't just meet with you once, but as many times as needed to get a clear and accurate picture of your finances. As a result of these meetings, you will be presented with a complete financial plan customized to your goals and needs.

The Harwood Guarantee:

Robert Harwood set up what he calls the "**Harwood Guarantee**." If you're not happy with how Harwood Financial Group has handled your money, you will be refunded all of the fees that you paid during your first year. This is a measure of accountability that you do not find in most financial advisor firms.

Heritage Investment Group Review

Heritage Investment Group is a wealth management firm in Tampa, FL, and elsewhere in Florida with a clientele of high net-worth individuals and families. The firm also assists charities and qualified plans. Heritage was founded in 1993 as an independent financial advisor. The firm has grown significantly since then. In fact, as of the close of 2015, Heritage manages nearly \$900 million in Assets Under Management.

Key Factors that Enabled This Firm to Rank as a Top 2016 Wealth Advisory Company

Below are key factors that enabled Heritage Investment Group to be rated one of this year's top financial advisory firms in Tampa, Florida.

Well-Designated, Credentialed, and Experienced:

One of the hallmarks of a truly first-rate financial advisor in Tampa or anywhere else in the country is the commitment the firm demonstrates toward continuing education and professional certification.

With this in mind, Heritage advisors have proven themselves deeply committed to keeping their knowledge banks up-to-date. As a result, they can provide you with the latest, most relevant information to help you get more out of your account.

Some of the industry designations and certifications that can be found on the Heritage team of advisors include:

- Chartered Financial Analyst
- Certified Public Accountant
- Certified Financial Planner
- Doctor of Philosophy
- Master of Business Administration
- Master of Accountancy
- Certified Investment Management Analyst
- Certified Investment Management Consultant

In addition to the aforementioned designations, the advisors at Heritage boast an average of 20 years' worth of professional financial planning experience.

Full Suite of Services:

Plenty of financial advisors provide only the basics when it comes to money management and investment. Their aim is to "be brilliant at the basics," focusing on nothing more than the core essentials when helping clients preserve and grow capital.

Heritage wants to do that and more, however. To achieve this, they offer a suite of financial services designed to help clients flesh out their portfolios and expand their wealth.

Services provides by Heritage include:

- Investment strategy
- Financial planning
- Cash flow management
- Risk analysis
- Retirement planning
- Trust planning
- Estate planning
- Tax efficiency

Process:

Heritage feels that it is important to learn as much about you as possible. An interview process helps Heritage glean the relevant details of your financial posture.

This betters Heritage's understanding of your goals for your money, why you want to accomplish said goals, as well as any concerns or worries you might have along the way.

Afterward, Heritage builds a customized plan for you that couples investment discipline with the availability of global assets. This helps to minimize your risk while maximizing your potential gains.

Independent, Fiduciary Wealth Management Firm:

Like the other top wealth managers in Tampa and the surrounding area that appear on our list, Heritage prides itself on operating according to a fiduciary standard.

For you, the investor, this means that Heritage is legally-bound to only work toward what's best for you. They don't take commission, incentives, bonuses, and the like. Instead, they charge only a fee that is based on your AUM (Assets Under Management).

Because of how they are set up, Heritage can only make money by helping you make money first. Heritage does this by acting independently of outside firms or affiliate relationships. They are free to recommend whatever you need to grow your portfolio, not what they need to meet sales quotas.

Honesty is a cornerstone at Heritage, and it starts from the top down. As a family-owned and operated company, the father and son team of Frederick MacLean, Sr., and Frederick MacLean, Jr., has ensured that Heritage operates with the kind of transparency and accountability that will win you over as a client for life.

Mintco Financial, Inc. Review

Mintco Financial, Inc. is a fee-only financial advisory firm in Tampa. The firm was founded by Michael Minter and Lloyd Schneider in 2012. Together, the two principals combine over 50 years of financial planning and wealth management experience.

Originally based in New York City, the firm relocated to Tampa as a boutique wealth management firm. Mintco maintains their New York offices to better assist existing clients in that area.

Key Factors that Enabled This Firm to Rank as a Top 2016 Wealth Advisory Company

Below are key factors that enabled Mintco Financial, Inc. to be rated one of this year's top financial advisory firms in Tampa, Florida.

Inspiring Backstory:

Michael Minter and Lloyd Schneider met at an industry conference in 2011. After getting to know one another, the two paired up in 2012 and set up shop in Tampa, FL.

The unique thing about their partnership is the expertise they bring to the firm. With experience in both healthcare planning and wealth management, Minter and Schneider positioned Mintco with a two-pronged approach of wealth preservation and health planning.

The unique health planning angle allows Mintco to help their clients plan for unforeseen medical emergencies and other healthcare-related expenses. Such health planning is part and parcel with Mintco's wealth management strategy.

In so doing, Mintco clients feel more at ease knowing they have enough money set aside for inevitable medical expenses without putting their wealth at risk.

<u>Independent, Fee-only Advisor Who Looks Out for You:</u>

Mintco does not answer to anyone but themselves. They are completely independent and do not push unnecessary products or services onto you in order to meet sales- or performance-based company requirements.

Furthermore, Mintco operates as a fiduciary investment advisor. They are only interested in helping you preserve and grow your capital first and foremost. Mintco does not earn money unless your investment strategies are a success.

Financial Planning Process:

The advisory team at Mintco sets out to learn about you and your financial situation. They get a firm grasp on such things as your financial health, future goals, and the concerns you may have about how to manage your money.

From there, Mintco sets out to construct an individual financial plan tailored to you. They make recommendations from a global pool of assets, and each recommendation is made solely with your best interests in mind.

Ongoing Communication:

Mintco won't implement your financial plan and write you off until your annual review comes around. Instead, they arrange to meet with you at nothing less than a semi-annual basis.

However, they are willing to meet with you whenever you need. Furthermore, Mintco strongly suggests meeting with your advisor whenever you are poised to make a big decision that may impact your financial health. This ensures that Mintco can update your portfolio in a timely manner with the appropriate changes to your investment strategy.

Fee-Based Services:

If you don't wish to utilize Mintco's full range of financial planning and wealth management services, you may take advantage of individual services at a perhour or per-project rate.

The individual services Mintco provides include, among others:

- Life insurance analysis
- Debt management
- Retirement planning
- 401(k) management
- Investment management

Costs associated with per-hour or per-project services are as follows:

All-Inclusive Financial Plan	Fee
Comprehensive Plan	Starting at \$2500
Services Offered individually	Fee
Retirement Analysis	Starting at \$500
Social Security Maximizer	Starting at \$250
Investment Analysis	Starting at \$250
Insurance Evaluation	Starting at \$250
Estate Planning Review	Starting at \$500
Long Term Care Needs Analysis	Starting at \$250
Debt Analysis	Starting at \$250

Pinnacle Wealth Planning Services, Inc. Review

Pinnacle Wealth Planning Services, Inc. is a financial advisor in the Tampa/St. Petersburg area. The company's headquarters are located in Mansfield, OH.

In 1980, William D. Heichel founded Lifetime Planning, Inc., later forming Pinnacle Wealth Planning Services in 1998. Pinnacle has evolved into a family-

owned and operated financial advisory firm whose clientele is represented across the country and numbers in the hundreds.

To date, Pinnacle manages a total exceeding \$500 million in Assets Under Management (AUM).

Key Factors that Enabled This Firm to Rank as a Top 2016 Wealth Advisory Company

Below are key factors that enabled Pinnacle Wealth Planning Services, Inc. to be rated one of this year's top financial advisory firms in Tampa, Florida.

Not Fee-Based, Not Commissioned, Just Fee-only:

Pinnacle advisors do not earn commission on the sale of any products or services. For that matter, Pinnacle as a firm doesn't sell extra financial products or services. They only provide unbiased investment advice without the conflict-of-interest inherent in fee-based or commission-based structures.

Pinnacle operates in this manner because they are a financial advisor registered with the SEC. This makes them a fiduciary advisor holding to the fiduciary standard.

As a result, the firm only wants what's best for you and your money. They will not seek to advance their own agenda or their own bottom line. In other words, they only succeed when you succeed.

To build trust and a long-term relationship with you as their client, Pinnacle makes all fees known upfront. There are no hidden fees at any time during your contract with the firm.

Pinnacle makes money on a percentage of your Assets Under Management (AUM). These percentages vary from 0.60% to 1.00% according to the amount of asset allocation in your portfolio. As asset allocation increases, the fee percentage decreases.

Works with High Net-Worth Investors and Their Teams:

Pinnacle's clientele consists of high net-worth individuals, high net-worth families, and business owners. In fact, Assets Under Management for Pinnacle clients averages to over \$1 million.

But Pinnacle won't limit themselves to just these investor types. Instead, the firm maintains an openness and availability with regard to integrating their advisors into your existing team of consultants. This maximizes the input you receive on each investment as well as your financial planning, retirement planning, and more.

Experienced Advisors with a Wide Range of Industry Designations:

The advisory team at Pinnacle has amassed more than 200 years of experience in wealth management. This alone makes them one of the more established financial advisory firms in Tampa.

Along with years of experience, Pinnacle has several different industry designations represented on their staff. Some of these designations include:

- Juris Doctor (JD)
- Certified Financial Planner (CFP®)
- Chartered Financial Consultant (ChFC®)
- Certified Public Accountant (CPA)
- Master of Business Administration (MBA)
- Personal Financial Specialist (PFS)
- Chartered Retirement Plans Specialist (CRPS®)
- Accredited Asset Management Specialist (AAMS®)
- Chartered Mutual Fund Counselor (CMFC®)
- Accredited Investment Fiduciary (AIF®)
- Certified Divorce Financial Analyst (CDFA)

Recognition:

Over the years, Pinnacle has been recognized by the financial industry's most respected magazines. Some of these achievements include:

- Ranked as one of the country's Top Wealth Managers by Bloomberg's *Wealth Manager/AdvisorOne* magazine
- Worth magazine has recognized founder William D. Heichel as one of the United States' Top 100 Most Exclusive Wealth Advisors
- Financial Advisor magazine ranked Pinnacle as a leading RIA (Registered Investment Advisor) in the country
- Founder William D. Heichel has been recognized several times as one of the 150 Best Financial Advisors for Doctors by *Medical Economics* magazine

Top-Notch Communication:

With most investment firms, you'll meet with your advisor a few times during your first year and then a couple times each year thereafter. Communication with certain managers can be almost nonexistent save for the occasional quarterly or semi-annual report.

But with Pinnacle, you'll be working with a financial advisor that emphasizes frequent communication. Some of this communication comes in the form of direct contact between you and your advisor. Other forms are made possible by how consistently Pinnacle monitors and updates your financial progress.

Some of this consistent monitoring and communication includes:

- Regular updates to your financial plan
- Daily monitoring of your investments
- Daily monitoring of your net worth
- Daily reporting of your investment performance
- Anytime-access to your legal documents, investment reports, and financial plan through Pinnacle's Wealth Management Portal
- Personal Planning Quarterback Services that require continuous advisor management
- Planning meetings arranged by your Personal Planning Quarterback
- Review of agendas, reports, and progress with you, your private team of consultants, and your Pinnacle advisor

Pinnacle Wealth Management Services:

Pinnacle offers four different wealth management programs depending on the client's net worth and investable assets.

- 1. **Compass** (net worth under \$1 million, investable assets between \$250,000-750,000)
- 2. **Lifetime** (net worth between \$1-3 million, income under \$250,000)
- 3. **Enhanced** (net worth between \$3-10 million, income between \$250,000 and \$1 million)
- 4. **Comprehensive** (net worth exceeding \$10,000,000, income exceeding \$1 million)

See the chart below for more information on Pinnacle's four Wealth Management Programs:



Pinnacle Wealth Management Process:

Pinnacle employs a wealth management process that occurs in four stages over four months. These stages include:

- **Month 1**. Upon signing an agreement with Pinnacle, the financial advisor collates all of your pertinent financial details. You will fill out a financial planning questionnaire during this time as well as provide all requisite financial information to initiate the transfer of assets.
- **Month 2**. Your balance sheet is reviewed along with your financial goals. Once you approve both documents, your Pinnacle advisor prepares to initiate your plan.
- **Month 3**. Your advisor delivers your financial plan and investment proposal. You also engage Pinnacle's Wealth Management Services.
- **Month 4**. Pinnacle meets with you as needed to review and update your finalized plan.



Pinnacle's Three Personal Planning Quarterback Service Levels:

Pinnacle believes in a goals-based financial planning process. Making the process "goals-based" means crafting a customized plan around your needs and goals for the future. In this way, Pinnacle can keep your financial plan flexible, recalibrating your investment strategy to stay on track toward your objectives.

To make certain that they achieve this, Pinnacle has instituted a Personal Planning Quarterback Service. The service enables Pinnacle to monitor your portfolio in such a way that they can recommend timely changes and updates. This has the extra effect of avoiding unnecessary losses.

The following chart details Pinnacle's Personal Planning Quarterback Service:

Planning Topics	Lifetime Quarterback	Enhanced	Comprehensive
Planning Topics	Lifetime Quarterback	Elliancea	Comprehensive
	Service	Quarterback Service	Quarterback Service
Balance Sheet Management	√	√	√
Investment Asset Management	√	√	√
Cash Flow Management		√	√
Income Tax Planning Limited	Limited	√	√
Disability Planning	√	√	√
Financial Independence Planning		√	√
Retirement Planning	√	√	√
Retirement Planning with Long Term Care Costs	Limited	√	√
Survivor Capital Planning	√	√	√
Risk Management Planning		Limited	√
Estate Planning	Limited	√	√
College Education Planning	Limited	√	√
Fringe Benefit Planning		√	√
Employment Related Planning		√	√
Business Interest Planning		Limited	√
Participation of Client's Key Advisors	None	At Client's Request	Quarterly as needed

Rigorous Screening of Money Managers:

Keeping their oath to the fiduciary standard firmly intact, Pinnacle devotes considerable time in screening out inferior money managers from partnering with them.

The key things that Pinnacle looks for in its money managers include:

- Ability to pass Pinnacle's challenging screening process
- Complete disclosure of all trades
- Consistently uphold disciplined investment guidelines
- Exhibit performance above benchmark levels for 3-5 years

Pinnacle acknowledges that they, along with most other financial advisors, are bereft of the resources typically required to perform due diligence on money managers in the aforementioned fashion.

To compensate for this deficiency in resources, Pinnacle partners with top financial consultants to monitor their money managers. The consultants also advise Pinnacle on which money managers to hire and fire.

Abundant, Available Resources:

One of the things we liked the most about Pinnacle is their commitment to client education. The Resources page on their website is overflowing

withfinancial calculators and reports. The topics on this page range from retirement planning, Social Security, qualified plans, taxes, and much, much more.

Seabridge Wealth Management, LLC Review

Seabridge Wealth Management is a Tampa financial advisor that focuses on high net-worth individuals and their families, institutions, and foundations. The firm was founded by CEO Matt DiGennaro after 25 years of experience on Wall Street.

Key Factors that Enabled This Firm to Rank as a Top 2016 Wealth Advisory Company

Below are key factors that enabled Seabridge Wealth Management, LLC to be rated one of this year's top financial advisory firms in Tampa, Florida.

Registered Investment Advisor:

Seabridge is an RIA, or Registered Investment Advisor. As such, they adhere to the fiduciary standard of financial advisory. This legally obligates the firm to put your interests first when dispensing financial advice.

Seabridge is also independent. As an independent firm, Seabridge is not beholden to any outside company's agenda, quotas, or directives. Likewise, Seabridge is fee-only. They do not earn commission on the sale of products or services, nor do they take incentives or bonuses based on sales or performance.

With all of the above information in mind, you can rest easy knowing Seabridge will conduct business with you free of any conflict-of-interest that might plague other financial advisory firms.

Seabridge Philosophy:

Service costs can add up, even for financial planning and wealth management. Seabridge has made it their mission to reduce those costs so that investors can enjoy more of the money that they have entrusted Seabridge to invest.

In addition, Seabridge employs a highly-touted investment strategy that was designed by Nobel laureates in economics and finance. It is a proven plan that increases clients' chances for meeting their financial goals.

At Seabridge, they won't take cavalier risks with your money. They will invest it with discipline and prudence. They don't time markets, nor do they roll the dice on how the markets will behave in the future.

Global Experience:

Too many financial advisory firms have team members who are not experienced enough for your personal comfort and peace of mind.

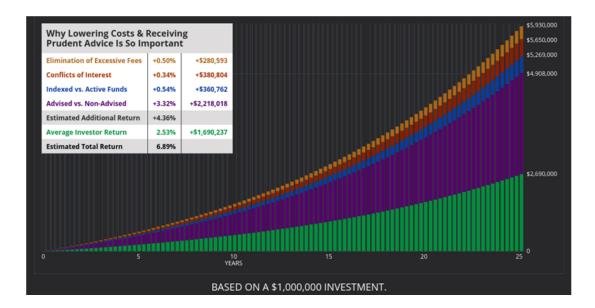
But at Seabridge, you are guaranteed a firm that features several advisors with a wealth of financial planning experience. Many on Seabridge's team have worked for decades on the accounts of affluent individuals across the world.

Not only that, many of those same advisors have sharpened their expertise by working with some of the largest global corporations, foreign central banks, and sovereign wealth funds.

Seabridge's "Power of Three":

Seabridge has an approach that they call "The Power of Three." This approach has three primary requirements:

- A fiduciary advisor
- Expertly-managed portfolios (diversification & asset allocation)
- Elimination of excessive fees



With regard to having a fiduciary advisor, Seabridge believes that your portfolio grows best when it's managed by an advisor who has your best interests in mind. This is true not only because your advice will be unbiased and objective, but because you will pay less in fees and costs associated with hidden commissions, incentives, or bonuses.

Expertly-managed portfolios boil down to two key concepts: 1) Asset diversification and 2) asset allocation.

Diversification minimizes risk while proper asset allocation takes into account the investor's "big picture" investment strategy. Diversification is only worthwhile inasmuch as your investment assets work together to meet your needs. Asset allocation will synergize your individual assets to accelerate your gains.

As it concerns excessive fees, Seabridge has found that paying more in investment costs and fees naturally diminishes the returns experienced by investors' portfolios. To reduce these costs as much as possible, Seabridge utilizes low-cost, indexed investment strategies.

The result is that you pay fewer fees and, thus, are able to preserve more of your wealth.

Conclusion – Top 11 Financial Advisory Firms in Tampa, Florida

The Tampa-St. Petersburg area sports a higher than average number of quality financial advisors. Of course, this benefits you the most, allowing you to rest a little easier knowing there are advisors willing to walk with you on your journey toward your financial goals.

The greatest part is that you can feel more confident that you'll make those goals a reality. The firms on our list of top Tampa financial advisors only consider themselves a success when you succeed. They will put all of their available resources into making certain that happens.

If you still have doubts—and unless you're a seasoned investor, who wouldn't?—then we urge you to give these Tampa financial advisors a call today.

Not only is your first consultation free, but you can enjoy immediate peace of mind knowing that your financial future starts now.

If you have questions, comments, or tips about this "Top 11 Financial Advisors in Tampa, St. Petersburg, and Palm Harbor, Florida" article, send us an **email**. Follow us on social media to be the first to hear about major economic news stories.

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Cheers, AdvisoryHQ Team