

Financial Advisor 100

Tune in: CNBC's top-rated FA 100 firm today on Halftime Report, 12 pm ET

ADVISOR COUNCIL | FA 100 | FA HUB | FA 100 2021 | FA 100 2020 | FA 100 2019

Financial Advisor 100

Start Over | 86 - 90 of 100

The CNBC FA 100 ranking, which takes into consideration a variety of factors beyond assets under management, recognizes those advisory firms that help clients navigate through their financial life.



89. Apriem Advisors



FA 100

FA 100: CNBC ranks the top-rated financial advisory firms of 2022

PUBLISHED TUE, OCT 4 2022-7:59 AM EDT | UPDATED 2 HOURS AGO

CNBC.com staff
@CNBC

SHARE [f](#) [t](#) [in](#) [✉](#)

KEY POINTS

- The fourth annual CNBC FA 100 ranking recognizes advisory firms that help clients successfully navigate their financial lives.
- Working with an advisor is a great choice for anyone who wants to get their personal finances on track and set long-term objectives.
- The CNBC FA 100 ranking of advisors for 2022 takes into consideration factors beyond just assets under management.

Finding the right financial advisor to help with your financial needs and goals can be a very complicated process.

There are so many things to consider. [Every financial advisor has their own area of expertise](#). The services provided by financial advisors will vary based on the type of advisor but, overall, a financial advisor will assess your current financial situation — including your assets, debts and expenses — and identify areas for improvement.

Advisors use their knowledge and expertise to construct personalized financial plans that aim to achieve the financial goals of clients. A good financial advisor will ask you about your life goals and create a plan to help you reach them. That may mean discussing your budget, retirement planning, estate planning, insurance needs, long-term care or tax strategies.

More from FA 100:

Here's a look at more coverage of CNBC's FA 100 list of top financial advisory firms for 2022:

- [CNBC ranks the top 100 financial advisors of 2022](#)
- [FA 100 recognizes advisors helping clients navigate financial lives](#)

An advisor can play a major role in [helping clients grow and protect their wealth](#). The key is to find an advisor you trust, and it's important to make sure they are someone who is a good match for you.

To be sure, financial advisors aren't just for rich people — working with an advisor is a great choice for anyone who wants to get their personal finances on track and set long-term objectives. The CNBC ranking is meant to be a starting point for individual investors who are looking for a financial advisor. We hope this list will help to narrow your search.

For the fourth year in a row, CNBC unveils its ranking of top financial advisors. The CNBC FA 100 recognizes those advisory firms that best help clients navigate their financial lives.

Review [the methodology](#) which CNBC employed to determine the FA 100 ranking for 2022 in collaboration with AccuPoint Solutions. (CNBC does not charge any type of fee to advisors to be listed in this annual ranking.)

2022 RANK	FIRM	HQ	TOTAL AUM	YEARS IN THE BUSINESS	ACCOUNTS UNDER MANAGEMENT	2021 RANK
89	Apriem Advisors	CA	\$1B	24	710	-

FA 100

89. Apriem Advisors

PUBLISHED TUE, OCT 4 2022-7:40 AM EDT

SHARE [f](#) [t](#) [in](#) [✉](#)

Apriem Advisors, based in Irvine, CA, is ranked No. 89 on the 2022 CNBC Financial Advisor 100 list. This is the firm's first appearance on CNBC's FA 100 list.

Total AUM: \$1B

Years in Business: 24

Accounts Under Management: 710

Previous appearances on FA 100 List: 0

Principals:

Rhonda Ducote, President & Chief Executive Officer

Harmon Kong, Founding Principal & Chief Wealth Manager

Contact:

[apriem.com](https://www.apriem.com)

19200 Von Karman Avenue, Suite 1050, Irvine, CA 92612

(888) 253-0288

As seen on <https://www.cnbc.com/2022/10/04/apriem-advisors-fa-100.html>



Disclosure: Apriem or its staff did not pay a fee to participate in the list.

The CNBC FA 100 list was selected from more than 39,000 registered investment advisory firms using a proprietary methodology developed by CNBC in partnership with data provider AccuPoint Solutions. CNBC and AccuPoint Solutions applied the weighting for each category to further refine and rank the firms. The rankings consider many factors such as assets under management, years in business, and the number of employees, among others. The full methodology can be found on [CNBC.com/FA100](https://www.cnbc.com/FA100).



Financial Advisor 100

Tune in: CNBC's top-rated FA 100 firm today on Halftime Report, 12 pm ET

[ADVISOR COUNCIL](#) | [FA 100](#) | [FA HUB](#) | [FA 100 2021](#) | [FA 100 2020](#) | [FA 100 2019](#)

FA 100

Here's how we determine the FA 100 ranking for 2022

PUBLISHED TUE, OCT 4 2022-8:01 AM EDT | UPDATED 5 HOURS AGO

SHARE [f](#) [t](#) [in](#) [✉](#)

KEY POINTS

- The methodology for the 2022 edition of CNBC's annual FA 100 ranking of registered investment advisors was prepared in partnership with data provider AccuPoint Solutions.
- A variety of core data points from AccuPoint Solutions' database of RIAs were analyzed, ranging from the firm's compliance record and years in business to total accounts and assets under management.

CNBC enlisted data provider AccuPoint Solutions to assist with the ranking of registered investment advisors for this year's FA 100 list.

The methodology consisted of first analyzing a variety of core data points from AccuPoint Solutions' proprietary database of registered investment advisors. This analysis started with an initial list of 39,818 RIA firms from the Securities and Exchange Commission regulatory database. Through a process, the list was eventually cut to 904 RIAs, with those firms meeting CNBC's proprietary criteria.

CNBC staff sent an extensive email survey to all those firms that met the initial criteria to gather more details. In turn, those advisory firms wishing to be ranked filled out the comprehensive application in regard to their practice. The CNBC team verified that data with those firms and with the SEC regulatory database. AccuPoint once again applied CNBC's proprietary weighted categories to further refine and rank the firms, ultimately creating the list of the top 100.

CNBC does not charge any type of fee to advisors to be listed in the annual ranking.

The primary data points used in the analysis were reviewed, either as a minimum baseline or within a range, eliminating those firms that did not meet CNBC's requirements. Once the initial list was compiled, weightings were also applied accordingly. These data points included:

- Advisory firm's regulatory/compliance record (editor's note: Any firm that had a disclosure on its SEC ADV was automatically disqualified from the ranking)
- Number of years in the business
- Number of certified financial planners
- Number of employees
- Number of investment advisors registered with the firm
- The ratio of investment advisors to total number of employees
- Total assets under management
- Percentage of discretionary assets under management
- Total accounts under management
- Number of states where the RIA is registered
- Country of domicile.



Financial Advisor 100

Tune in: CNBC's top-rated FA 100 firm today on Halftime Report, 12 pm ET

ADVISOR COUNCIL | FA 100 | FA HUB | FA 100 2021 | FA 100 2020 | FA 100 2019

FA 100

The CNBC FA 100 ranking recognizes advisory firms that help clients navigate their financial lives

PUBLISHED TUE, OCT 4 2022 8:00 AM EDT | UPDATED 3 HOURS AGO



Kelli Grant, CFP®
@KELLIGRANT.MONEY
@KELLIGRANT

SHARE [f](#) [t](#) [in](#) [✉](#)

KEY POINTS

- The fourth annual CNBC FA 100 ranking recognizes advisory firms that help people successfully navigate their financial lives.
- The CNBC FA 100 ranking of advisors takes into consideration factors beyond just assets under management.

In times of uncertainty — turbulent markets, high inflation, geopolitical turmoil — we often write about what financial advisors are recommending to clients.

This advice often boils down to “stay calm” and “don’t let short-term news lead to impulsive moves that have long-term consequences.” Many advisors also offer a reminder that clients who already have a plan in place need to trust in that and stay the course.

Which leads to the next consideration for some readers. No plan? It might be time to make one.

Helping consumers make smart money decisions is a key part of what the personal finance team does at CNBC, and that includes figuring out when to enlist help, and from who.

That mission has been a big driver behind the CNBC FA 100 list, now in its fourth year. The list is based on a proprietary methodology developed by CNBC in partnership with data provider AccuPoint Solutions.

The process starts with data culled from SEC filings for a list of 39,818 registered investment advisory firms, which gets winnowed down to the final 100. (View the full methodology [here](#).)

The top-ranked advisors on the CNBC list have an average 30 years in business, and collectively have more than \$300 billion in assets under management.

But that’s not the only — or even the main — factor behind why they made the list.

The CNBC FA 100 recognizes those advisory firms that best help people navigate their financial lives. We consider the services firms offer and their specialties, among other factors. And for the first time this year, we factored in the number of certified financial planners a firm employs, recognizing the expertise that designation lends to planning offerings.

Working with an advisor has financial benefits

The pandemic spurred consumer interest in working with a financial advisor. Nearly 1 in 5 adults, 18%, who didn't have an advisor before the Covid-19 pandemic say they have now either started working with one or plan to, according to the 2022 Northwestern Mutual Planning & Progress Study.

Across the survey's 2,381 respondents, 35% work with an advisor.

Those surveyed who have a financial advisor reported higher confidence across the board on their ability to navigate financial issues, including manage debt, plan for retirement and achieve long-term financial security. They were also more likely than those without an advisor to have built savings during the pandemic.

Yet reports indicate that many consumers aren't thinking about an advisor as their first choice for financial help. A recent survey from advisor technology platform intelligiflo found that 59% of respondents want financial advice but aren't sure where to get it. Those figures jump to 71% for Gen Zers surveyed, and 72% for millennials. (The firm polled 2,067 adults.)

Many of those consumers ultimately turn to family, friends or digital resources for answers. About a third, 32%, use a registered investment advisor.

Beyond awareness, concerns about costs play in. To that point, 35% of those in the intelligiflo survey said they don't think they have enough money to hire a financial advisor.

Don't believe that myth: Financial advice isn't just for the wealthy. Additionally, advisory firms aren't one size fits all, and many don't require clients come in with hefty investable assets.

How, and how much, you pay for financial advice can also vary widely by advisor and the scope of services. You might pay a management fee based on the assets you ask an advisor to manage, for example, or a flat monthly, annual or project-based fee. Others offer hourly rates.

10 questions to ask a prospective financial advisor

If you are looking for financial assistance, we hope CNBC's FA 100 can be a resource in your search. The ranking is meant to be used as a starting point for investors who are looking for an advisor. We hope this list will help to narrow your search. If you're looking for an advisor with a particular specialty or background, search on sites like XY Planning Network and FPA PlannerSearch.

Expect to interview to several advisors as you look for someone you can trust, who feels like the right fit for your life and financial needs.

The CFP Board recommends asking these 10 questions of prospective advisors:

1. What are your qualifications and credentials?
2. What services do you offer?
3. Will you have a fiduciary duty to me?
4. What is your approach to financial planning?
5. What types of clients do you typically work with?
6. Will you be the only advisor working with me?
7. How will I pay for your services?
8. How much do you typically charge?
9. Do others stand to gain from the financial advice you give me?
10. Have you ever been publicly disciplined for any unlawful or unethical actions in your career?

Don't take their word for it on that last question. You can look up an advisor's record on BrokerCheck and with the SEC, and verify CFP certification with the CFP Board.

It can also be smart to ask if the advisor can provide references from clients.