



## **Parsec Financial Named Top Registered Investment Advisor by Financial Times**

Parsec Financial is proud to be recognized by Financial Times as one of 300 top financial advisory firms across the nation in 2019. Parsec was one of only 10 firms in North Carolina included in this list.

This is the sixth annual FT 300 list, which is produced independently by the Financial Times and determined 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, company age, industry certifications, SEC compliance and online accessibility.

Learn more: <https://www.ft.com/reports/300-top-investment-advisers>

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**About Parsec Financial:** Parsec Financial is a registered fee-only financial advisory firm with \$2.7 billion in assets under management as of September 30, 2019. Parsec provides investment management and financial planning to individuals, ERISA consulting and employee education for employer-sponsored retirement plans, tax and trust services. Founded in Asheville in 1980 by Bart Boyer, Parsec now serves more than 1,600 individuals and businesses in six offices across North Carolina. Learn more: [parsecfinancial.com](http://parsecfinancial.com).

**Financial Times Methodology:** This sixth edition of the FT 300 assesses registered investment advisers (RIAs) on traits desirable to investors. To ensure a list of established companies with substantial expertise, we examined the database of RIAs registered with the US Securities and Exchange Commission and selected those that reported \$300m or more in assets under management (AUM). The Financial Times and Ignites Research, the FT's sister title, invited more than 2,000 qualifying RIA companies to complete a lengthy application that gave us more information about them. We added this to our own research into their practices, including data

from regulatory filings. Some 740 RIA companies applied and 300 made the final list. The formula the FT uses to grade advisers is based on six broad factors and calculates a numeric score for each adviser. Areas of consideration include adviser AUM, asset growth, the company's age, industry certifications of key employees, SEC compliance record and online accessibility. The reasons for these are as follows:

- AUM signals experience managing money and client trust.
- AUM growth rate can be a proxy for performance, as well as for asset retention and the ability to generate new business.
- Companies' years in existence indicates reliability and experience of managing assets through different market environments.
- Compliance record provides evidence of past client disputes — a string of complaints can signal potential problems, for example.
- Industry certifications (CFA, CFP, etc.) show the company's staff has industry knowledge and signals a professional commitment to investment skills.
- Online accessibility demonstrates a desire to provide easy access and transparent contact information.

AUM accounted for an average of 70 to 75 percent of each advisor's score. Also, asset growth accounted for an average of 15 percent. This year, to emphasize long-term client satisfaction, we used a three-year growth rate instead of the one- and two-year growth rates we used in the past. Additionally, the FT caps the number of advisory companies from any one state, based roughly on the distribution of millionaires across the US. We present the FT 300 as an elite group, not a competitive ranking of one to 300. This is the fairest way to identify the industry's elite advisers while accounting for the companies' different approaches and different specializations. The research was conducted on behalf of the FT by Ignites Research, a Financial Times sister publication.