OXFORD FINANCIAL GROUP, LTD.™

RANKED AS A TOP 5 REGISTERED INVESTMENT ADVISOR

Oxford Financial Group, Ltd. has been nationally ranked as one of the top five Registered Investment Advisors on *Financial Planning* magazine's list of top RIA firms. Oxford ranked #1 in 2013, 2014, 2015, 2016 and 2017 and #5 in 2020. We believe our top ranking allows us to attract the best talent in the industry, have a thorough depth of technical resources internally and access Aspirational Investment Solutions on behalf of our clients.

Year	RANK	FIRM	LOCATION	AUM (billions)	INVESTMENT ADVISORS	EMPLOYEES
2020	4	Capital Strategies Investment Group	Oakbrook Terrace, IL	$15.71	4	20
	5	**Oxford Financial Group, Ltd.**	**Carmel, IN**	**$13.10**	**31**	**144**
	6	Personal Capital Advisors Group	San Francisco, CA	$12.24	164	247
2017	1	Oxford Financial Group, Ltd.	Carmel, IN	$13.58	35	145
	2	Brownson, Rehmus & Foxworth	Chicago, IL	$10.13	50	57
	3	Shepherd Kaplan	Boston, MA	$8.35	18	51
2016	1	Oxford Financial Group, Ltd.	Carmel, IN	$13.82	30	130
	2	Shepherd Kaplan	Boston, MA	$10.28	24	50
	3	Brownson, Rehmus & Foxworth	Chicago, IL	$10.13	48	56
2015	1	Oxford Financial Group, Ltd.	Carmel, IN	$12.45	30	130
	2	Creative Planning	Leawood, KS	$12.00	73	108
	3	Shepherd Kaplan	Boston, MA	$10.40	20	45
2014	1	Oxford Financial Group, Ltd.	Carmel, IN	$10.82	30	120
	2	Rockefeller	New York, NY	$10.63	56	117
	3	Shepherd Kaplan	Boston, MA	$9.08	16	40
2013	1	Oxford Financial Group, Ltd.	Carmel, IN	$10.01	11-50	120
	2	Shepherd Kaplan	Boston, MA	$7.74	11-50	40
	3	Aspiriant	Los Angeles, CA	$6.77	51-250	114

See disclosures on reverse side.

THE OXFORD ADVANTAGE

Oxford Financial Group, Ltd.™ is the premier multi-family office in the Midwest. Oxford was ranked in the *Financial Advisor* 2023 top RIA list, the *Investment News* 2022 Top Fee-Only RIAs list and the 2020 *Financial Planning* list of the Top 15 RIA Firms.

Oxford is one of the largest independent RIA firms in the country with oversight of approximately $30.51 billion in assets under advisement* (which includes assets under management). Oxford has 20 Managing Directors in seven market offices who serve over 700 family and institutional clients in 35 states.** Oxford is an independent, fee-only firm that is privately held by its partners, with special expertise in Bespoke Generational Solutions℠, Aspirational Solutions and Diversifier Strategies. Oxford has provided multi-generational estate planning advice and forward-thinking investment solutions to families and institutions for more than 42 years.

Oxford Financial Group, Ltd. is a Registered Investment Advisor (RIA) registered with the Securities and Exchange Commission and is headquartered in Carmel, Indiana. Registration does not imply a certain level of skill or training. For more information about our firm, or to receive a copy of our disclosure Form ADV and Privacy Policy, call 800.722.2289 or contact us at info@ofgltd.com. The Financial Planning magazine lists of the 2020 Top 15 RIA Firms and the 2013-2017 Top 150 RIA Firms are based on assets under management as reported in the Form ADV. The lists contain independent fee-only planning firms. Broker-dealers, insurance company affiliations and firms with substantial outside ownership stakes held by private equity firms and some outside investors are excluded. The lists do not include roll-ups, aggregators or turnkey asset management programs. To capture firms that provide true, holistic financial advice to individuals, only firms with more than 50% individual clients, as can be determined through Form ADVs, are included. The rating may not be representative of a client's experience and is not indicative of future performance. Oxford did not pay a fee for inclusion in the rankings but purchased reprints.

**As of 12.31.2022*
***As of 3.15.2023*

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