



## 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.

| 2020 |                                     |                      |                |                     |            |
|------|-------------------------------------|----------------------|----------------|---------------------|------------|
| RANK | FIRM                                | LOCATION             | AUM (billions) | INVESTMENT ADVISORS | EMPLOYEES  |
| 4    | Capital Strategies Investment Group | Oakbrook Terrace, IL | \$15.71        | 4                   | 20         |
| 5    | <b>Oxford Financial Group, Ltd.</b> | <b>Carmel, IN</b>    | <b>\$13.10</b> | <b>31</b>           | <b>144</b> |
| 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.

*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](mailto: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.*



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