



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. We believe our top ranking allows us to attract some of the best and most experienced talent in the industry and provides us access to Aspirational Investment Solutions on behalf of our clients*.

	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, Rehms & 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, Rehms & 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

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 ranking 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 did purchase the rights to reprint and utilize the ranking and logo.