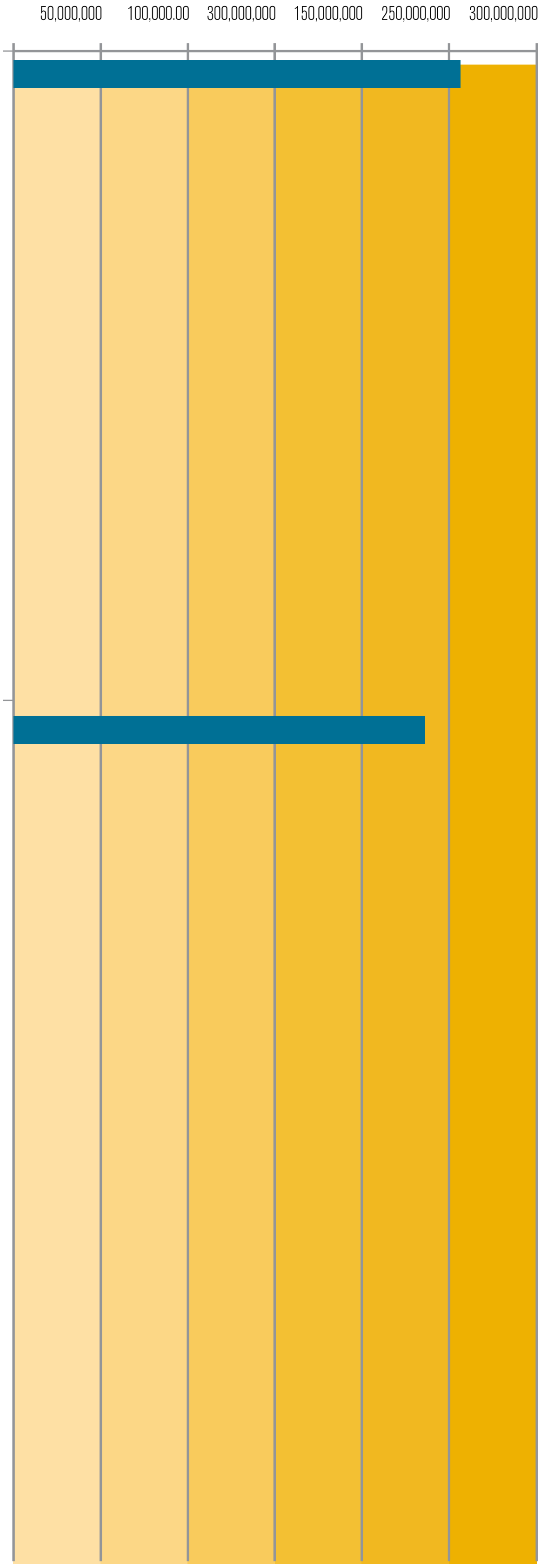
THE TOP 25 RIA BLOGS
THAT GET OVER 9000 VISITORS PER MONTH

MIDSTREAM MARKETING

50,000,000 - 300,000,000 VISITORS PER MONTH

Data is estimated monthly traffic from SEMRUSH



1 **256,200,000** VISITORS PER MONTH

ABOVE THE MARKET

www.rpseawright.wordpress.com

The “ever-excellent” Robert P. Seawright is the Chief Investment & Information Officer for Madison Avenue Securities, LLC, an investment advisory firm and broker-dealer headquartered in San Diego, California. In September of 2014, The Wall Street Journal published a list of fifteen “smart people for investors to follow.” Bob was on that list with the likes of Warren Buffett, Howard Marks, William Bernstein and the CFA Institute.

Bob’s blog, Above the Market, has received “best of” recognition from a wide variety of sources, including The Wall Street Journal, Financial Planning, the CFA Institute, Insider Monkey, Financial Social Media, and Investment News. According to data compiled by Moz Analytics, powered by BrightScope and published in June of 2014, Above the Market is the #7 rated advisor blog in the country based upon readership, linkage and influence. Bob is also a columnist for Research magazine, a Contributing Editor at Portfolioist as well as a contributor to the Financial Times, The Big Picture, The Wall Street Journal’s MarketWatch, Pragmatic Capitalism, and ThinkAdvisor.

As a registered representative beginning in 1992, he has worked in both the institutional and private client markets, has advised hundreds of registered representatives and clients about financial issues, products, and portfolios and has conducted scores of seminars and workshops for both financial advisors and for their clients.

2 **235,200,000** VISITORS PER MONTH

AVONDALE ASSET MANAGEMENT BLOG

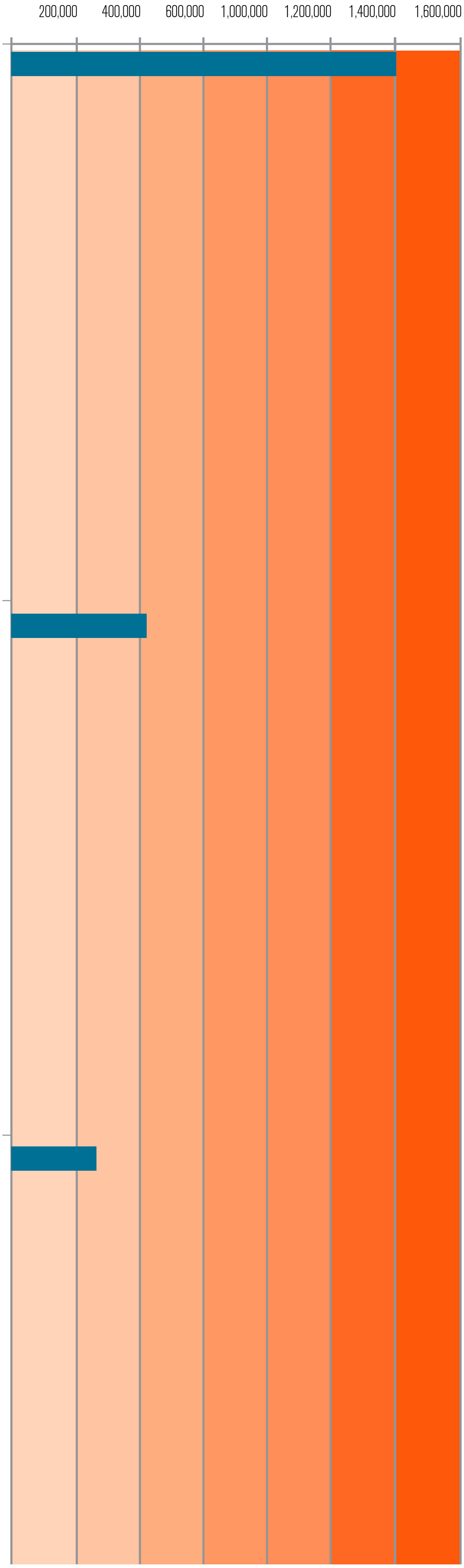
www.skrisiloff.tumblr.com

Scott Krisiloff is the CEO of Avondale Asset Management, a Los Angeles based investment firm managing investment portfolios for high net worth individuals and institutions.

Avondale’s purpose is to pursue superior long-term investment returns within the context of their core values: integrity, humility and fundamental curiosity. In appraising investment opportunities, Scott looks for organizations that share those core beliefs and applying these values to the search for investment opportunities delivers the strong returns that ultimately measure success. Companies and management teams who are sincere, honest, candid, willing to admit and probe mistakes and have an exceptional understanding of their customers and markets create investable opportunities. Only once these criteria are met do we rely on our own understanding of economics, businesses and securities markets to gauge the long-term viability of an investment.

200,000 - 1,600,000 VISITORS PER MONTH

Data is estimated monthly traffic from SEMRUSH



3 **1,400,000** VISITORS PER MONTH

GOOD FINANCIAL CENTS

www.goodfinancialcents.com/blog

MuM is the core principles of what this blog is about and what we are committed to. Most people have a HUGE disconnect with their finances and basically I'm fed up with it and not going to take it anymore. MuM was initially erected from the Roth IRA Movement where I inspired over 140 bloggers all to write about how freaking awesome the Roth IRA is all on the same day. I followed that with the Life Insurance Movement making sure that you weren't skimping out and making sure your family is protected. In 2013, I (with ReadyForZero.com) launched The Debt Movement where we are currently motivating people to pay off $10 million dollars of debt. In January 2014 I launched what is now a lifetime goal: Operation: #investNOW. This movement is a bit different in that I want to encourage over 1 million people to invest in themselves. Although these movements were all independent of each other, they all had one similar underlying theme:

It's time to step up and take control of YOUR money!

We Never Believe It's Too Late to Get Started!

Never say never. Period. We don't like quitters, but we also understand that quitting something might lead you to a better opportunity. But just because you procrastinated for the last decade and haven't saved a dime, doesn't mean it's too late. It's time to "soldier up" and figure out what the minimum is that you need to do to get started.

4 **420,000** VISITORS PER MONTH

THE BIG PICTURE

www.ritholtz.com

Barry L. Ritholtz is co-founder, chairman, and chief investment officer of Ritholtz Wealth Management LLC. His focus has long been how the intersection of behavioral economics and data analysis affects investors. Launched in 2013, RWM is a financial planning and asset management firm, with over $1.1 billion dollars in assets under management, offering Financial Planning and Wealth Management to the investing public. Ritholtz has been called the "blogfather" for his long-standing finance weblog, The Big Picture. The Big Picture generates 1-2 million page views per month, and has been covering everything investing related since 2003. The blog has amassed ~150 million visitors over that 15 year period. Numerous traffic sites rank The Big Picture as one of the most trafficked Markets/Economic's blogs on the web. Media accolades include TED named TBP one of top 100 Websites You Should Know and Use; TBP was featured in the 10th annual New York Times magazine "Year in Ideas," A regular guest in the media, Ritholtz has been profiled in the Wall Street Journal's Quite Contrary column and was the subject of several Barron's interviews. He sits on the Board of Advisors of Riskalyze (creating quantitative measurements of client risk tolerances) and Peer Street (a marketplace that provides unprecedented access to high quality real estate loan investments). He is also an investor in StockTwits, a Twitter based stock community.

5 **257,000** VISITORS PER MONTH

NERD'S EYE VIEW

www.kitces.com

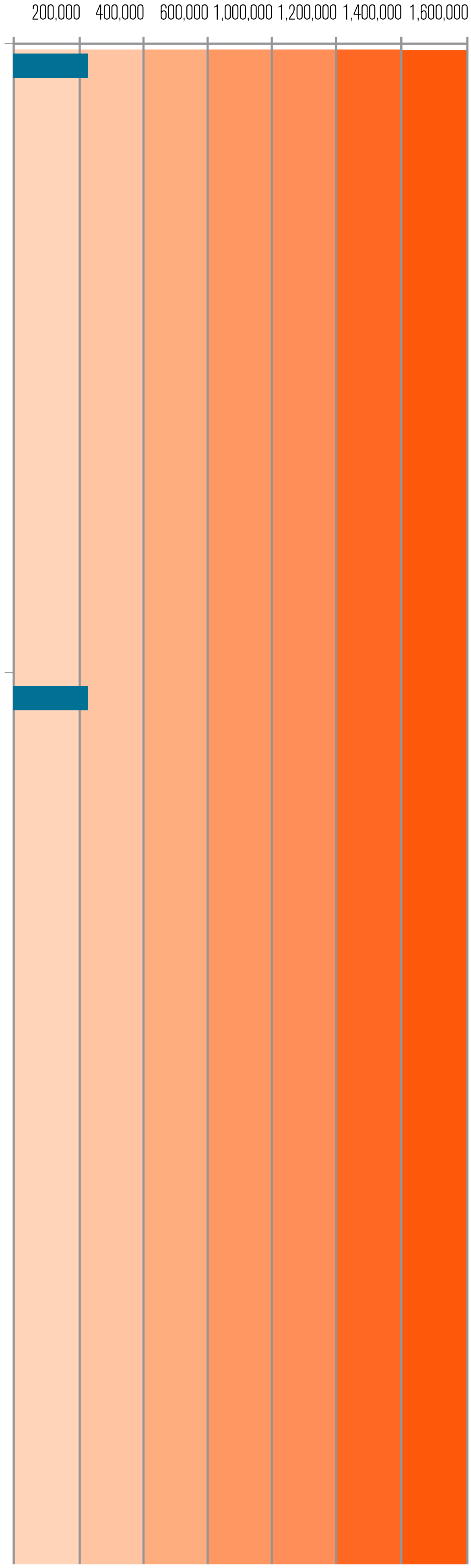
Hi! I'm Michael, and I'm a bit of a nerd when it comes to financial planning.

Just to be clear, I don't mean I'm nerdy in the "socially awkward" way… though I suppose I am sometimes! I mean I'm just a little obsessed when it comes to learning everything I can possibly learn about financial planning, from strategies to improve your financial situation in all stages of life, to ideas on how to better run a business providing financial advice.

And as a lifelong learner of all things financial planning, I know how hard it is to find good information. Yet after years and years of searching for and filtering through information to find the best solutions for my clients, I had a Eureka moment. A revelation. A life-changing realization. I have a special gift in my ability to gather scattered information and bring it all together in an organized, well researched and actionable way. As a way to share this continuous learning journey that I'm on, and provide anyone and everyone who can find their way here that source for intellectually honest, knowledgeable, thoughtful information that I was always looking for. As a way to share my "Nerd's Eye View" on all things financial planning.

200,000 - 1,600,000 VISITORS PER MONTH

Data is estimated monthly traffic from SEMRUSH



6 **221,000** VISITORS PER MONTH

THE REFORMED BROKER

www.thereformedbroker.com

JOSHUA M. BROWN:

I'm a New York City-based financial advisor and the CEO of Ritholtz Wealth Management.

I am the author of the books Backstage Wall Street and Clash of the Financial Pundits from publisher McGraw-Hill. In addition, I serve on the advisory board of financial technology firms Riskalyze, Vestwell, Digital Assets Data Corp, as well as CNBC's Financial Advisor Council.

In 2015, I was named to the Investment News "40 Under 40" list of top financial advisors.

The Reformed Broker began in November of 2008 and has become one of the most widely-read sites on the financial web.

This blog is about markets, politics, economics, media, culture and finance.

I'll use statistics, satire, anecdotes, pop culture references, sarcasm, fact, fantasy and any other device that I feel necessary to get my points across.

What I don't do on this site is give financial advice or tell anyone what to invest in. The Reformed Broker is a forecast-free blog.

What I will do on this site is provide you with a running commentary of my market-related insights and thoughts as events unfold. I'll point you toward other interesting content around the web. I'll challenge your perceptions, call it like I see it and occasionally, I'll make you laugh.

7 **218,400** VISITORS PER MONTH

MAULDIN ECONOMICS

www.mauldineconomics.com

In 2012, after years of helping millions of individual investors understand the macro-economy and investment markets, and while assisting his institutional clients in positioning their portfolios to take advantage of these macro-trends, John had something of an epiphany:

His individual investor-readers desperately need to know what his institutional money-manager clients and friends know about the specific investments available to help them succeed in challenging markets.

And so Mauldin Economics was born.

Its mission is to bring to the attention of subscribers specific investments that John and his team uncover to meet today's most pressing investment goals; whether to boost investment income, generate capital gains, or preserve wealth in turbulent markets.

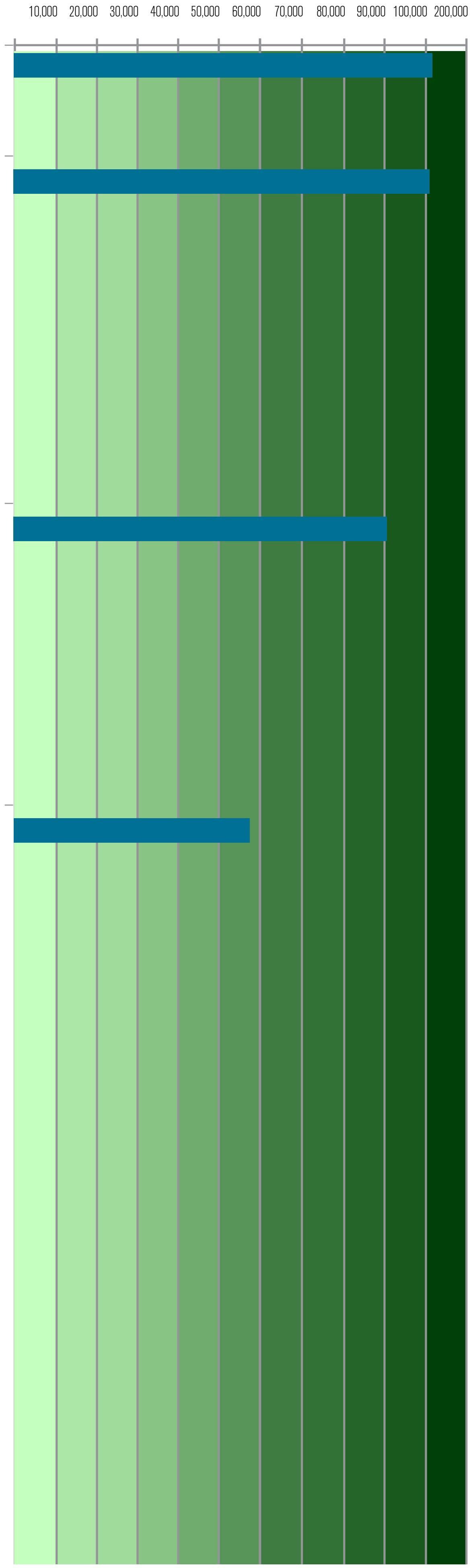
John's network of in-the-know economists and big-name money managers may be unparalleled in the industry. While we won't drop names, it is no exaggeration to say that John counts among his close friends and associates many of the biggest names in the world of finance and money management.

This is important to you, because it gives you the equivalent of direct access—just one small step removed—to some of the brightest minds and most successful managers in the world today.

On behalf of subscribers to Mauldin Economics, John taps into his network either directly or through the reams of high-level research he's privy to on a regular basis, to assist in identifying the smartest investments for today's markets. These ideas are then carefully screened and evaluated by a team of ace analysts, with only the best of the best brought to the attention of Mauldin Economics subscribers.

9,000 - 200,000 VISITORS PER MONTH

Data is estimated monthly traffic from SEMRUSH



8 **114,700** VISITORS PER MONTH

WEALTH PILGRIM

www.wealthpilgrim.com

9 **110,600** VISITORS PER MONTH

SOCIAL SECURITY INTELLIGENCE

www.socialsecurityintelligence.com

I've been helping people with money-related stuff for a quite some time. I've been a practicing financial planner for the last 16 years. The first 8 years were spent in a big brand name firm. For the past 6 years, I've been at my own firm Carroll Investment Management. To share what I've learned with even more folks, I run the Social Security Intelligence blog and co-host the Big Picture Retirement podcast.

My hope is that something I write, say or share can help reduce my reader's stress and let them turn their focus to the things that really matter – family, friends & health.

10 **93,500** VISITORS PER MONTH

THE IRRELEVANT INVESTOR

www.theirrelevantinvestor.com

Director of Research at Ritholtz Wealth Management, Michael Batnick, CFA® reads research publications and stays on top the latest trends in the industry. Michael is a member of the investment committee and heads up the company's internal research efforts. He spends most of his time developing and implementing risk management and portfolio strategies for the firm's clients.

In his spare time he enjoys reading books and spending time with his family. Michael has been featured or quoted in a number of different publications and media outlets.

11 **67,400** VISITORS PER MONTH

ALPHA ARCHITECT BLOG

www.alphaarchitect.com/blog

The Alpha Architect mission is to empower investors through education in order to develop sustainable investors.

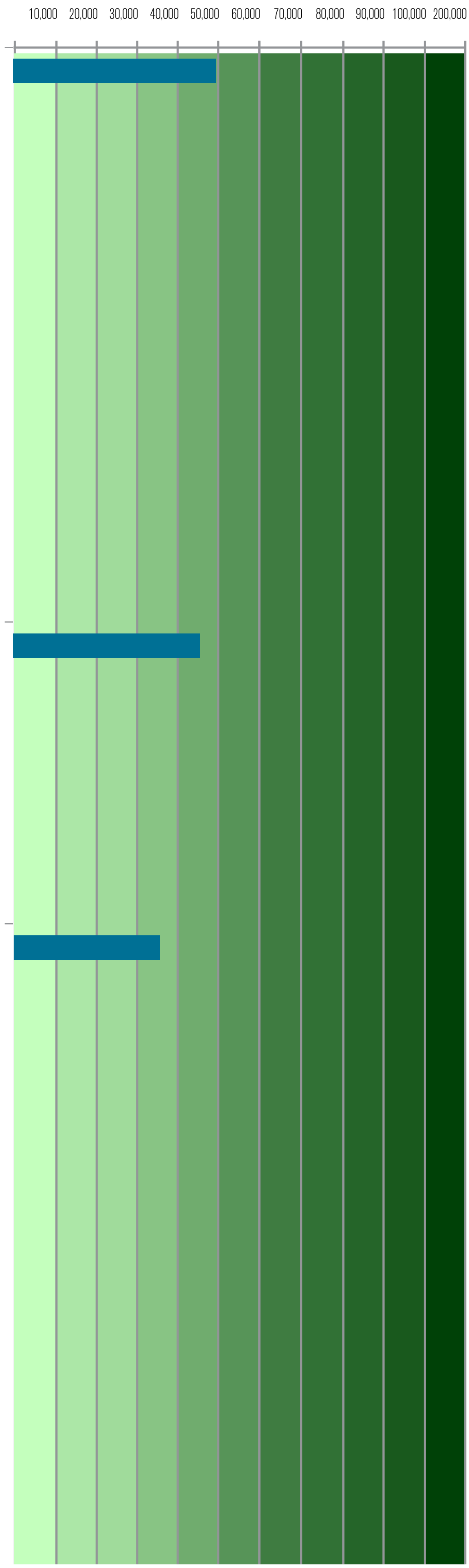
We are a research-intensive asset management firm with a focus on high-conviction value and momentum factor exposures. More broadly, we seek to deliver "Affordable Alpha," which means highly differentiated investment strategies at lower costs, thereby giving sophisticated investors a higher chance of winning, net of fees and taxes.

Our core beliefs are as follows: 1) Transparency, 2) Evidence-Based Investing, 3) Systematic Decision Making, and 4) Win-Win client relationships.

We currently offer our services via Exchange-Traded Funds (ETFs), Separately Managed Accounts (SMAs), and pooled vehicles. The firm is based in the suburbs of Philadelphia, PA.

9,000 - 200,000 VISITORS PER MONTH

Data is estimated monthly traffic from SEMRUSH



12 **49,900** VISITORS PER MONTH

PRAGMATIC CAPITALISM

www.pragcap.com

The field of finance and economics seems to be filled with myths, misconceptions and misunderstandings.

Pragmatic Capitalism is the personal blog of Cullen Roche that attempts to cut through the noise and describe the world as it is while providing answers to the toughest questions in finance and economics. The goal of the website is to help educate and inform through an unbiased and open-minded approach by understanding the financial system for what it is.

Pragmatic Capitalism was founded by Cullen Roche in the midst of the financial crisis of 2008. Mr. Roche foresaw many of the events that led up to the crisis and felt that the government was slow to react and when it did finally react, responded with insufficient medicine. Using his expertise in the financial markets and the monetary system, Mr. Roche provides objective answers to the world's big macro questions.

Pragmatic Capitalism has become a place where investors, economists and laypeople can discuss complex financial issues and find answers to the ever problematic world of money. Mr. Roche doesn't pretend to have all the answers, but provides his expertise where possible to help others learn and become more financially aware.

Ultimately, the goal of the website is to try to provide a resource for better understanding and a forum for discourse and debate.

13 **40,500** VISITORS PER MONTH

MEB FABER RESEARCH

www.mebfaber.com

Mr. Faber is a co-founder and the Chief Investment Officer of Cambria Investment Management.

Faber is the manager of Cambria's ETFs and separate accounts. Mr. Faber is the host of The Meb Faber Show podcast and has authored numerous white papers and leather-bound books. He is a frequent speaker and writer on investment strategies and has been featured in Barron's, The New York Times, and The New Yorker. Mr. Faber graduated from the University of Virginia with a double major in Engineering Science and Biology.

14 **35,400** VISITORS PER MONTH

A DASH OF INSIGHT

www.dashofinsight.com

Jeff is a former college professor with a hands-on, real world attitude. His quantitative modeling helped inform state and local officials in Wisconsin for more than a decade. A Public Policy analyst, he taught advanced research methods at the University of Wisconsin, and analyzed many issues related to state tax policy.

In 1987 Jeff began work for market makers at the Chicago Board Options Exchange. His approach included finding anomalies in the standard option pricing models and developing new forecasting techniques. Merging these quantitative techniques with specific company analysis, Jeff also generated trading ideas from sell-side analyst reports.

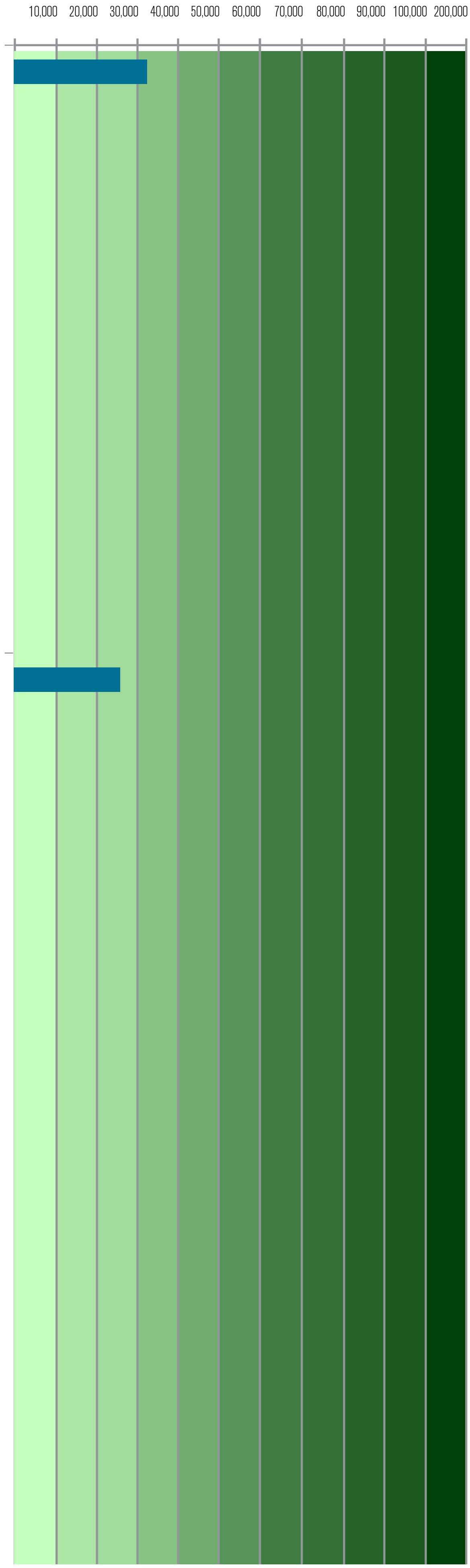
In 1991 Jeff began a general research consultancy for professional traders at all of the Chicago financial exchanges, undertaking projects in both financial futures and options.

Since 1997 Jeff and his partner Vince Castelli have also managed investment partnerships and individual accounts through NewArc Investments, Inc.

Through his years of experience in trading options, futures and equities, Jeff has come to be regarded as an expert in interpreting the effect of news on the markets and individual stocks. Jeff has served as a forensic expert in several cases involving such issues. He has also written a series of papers on investment management, describing both quantitative methods and those related to behavioral economics.

9,000 - 200,000 VISITORS PER MONTH

Data is estimated monthly traffic from SEMRUSH



15 **32,800** VISITORS PER MONTH

THE GURU INVESTOR

www.blog.validea.com

At Validea we believe the best way to outperform the market is to learn from those who have consistently done so in the past. Since 2003, our team, led by our founder John Reese, has been dedicated to bringing the fundamental strategies of great investors to the professional and retail investment communities via the tools, portfolios and research found on Validea.

Validea founder John Reese, like many investors, had always been actively involved in managing his own money. But after growing frustrated with underperforming fund managers and pundits who offered more hyperbole than help, John began conducting his own extensive research into quantitative investment strategies some 20 years ago. The goal of his research was to find strategies that had consistently outperformed the market over the long term, and which the average investor could use in a practical way. What John found was that a number of history's greatest investors, including Peter Lynch, Warren Buffett, and Benjamin Graham, had made their fortunes by using approaches that were mostly, if not completely, quantitative. After studying the works of these and other stock market greats, John used his background in computer science and artificial intelligence to develop the sophisticated yet easy-to-use guru-inspired models offered on Validea.

John's ultimate goal for Validea.com is two-fold: to help make the strategies of the most successful pros usable and understandable for the individual investor, and to offer investors a systematic investment framework that helps them overcome the emotions and biases that often eat away at long-term performance.

16 **26,300** VISITORS PER MONTH

GETTING YOUR FINANCIAL DUCKS IN A ROW

www.financialducksinarow.com

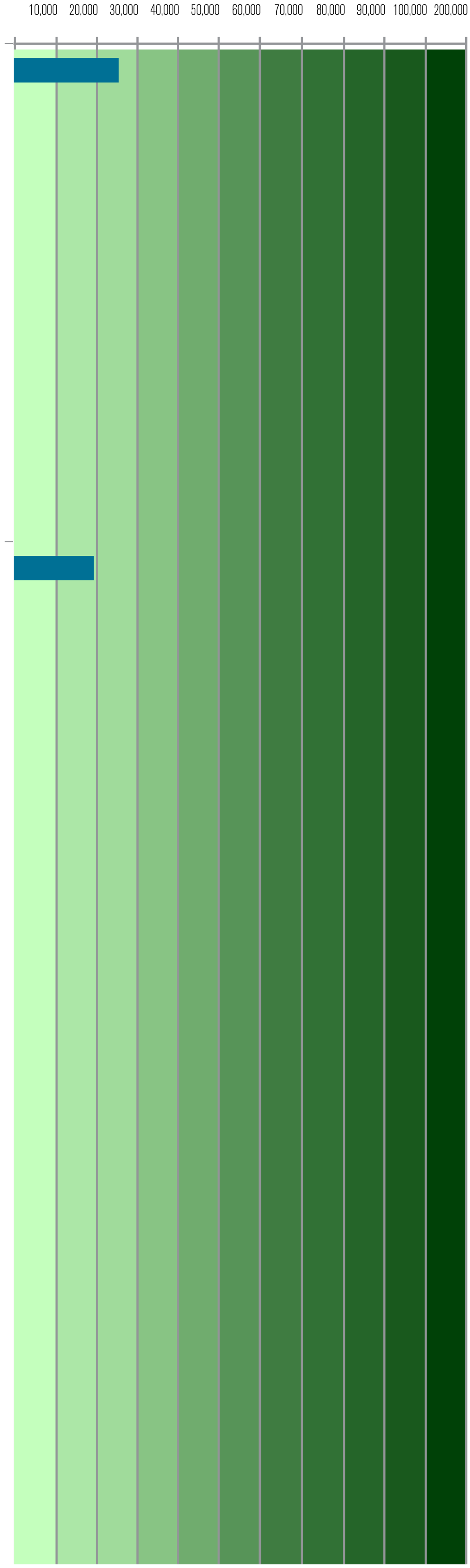
Jim Blankenship, CFP®, EA, is an independent, fee-only financial planner. This blog is primarily dedicated to discussions and information on personal income tax, detailing many of the provisions of IRA and other retirement plan rules, as well as advice, thoughts, and recommendations with regard to pretty much anything financially-related. In essence, everything you need to know about Getting Your Financial Ducks In A Row!

Jim got his start in the personal finance arena by preparing personal income taxes for individuals, beginning in 1988. He had worked in the financial services sector since 1985, mostly in the technology support departments of several corporations. Being a do-it-yourselfer, Jim began a course of study through his workplace, which led to the Chartered Financial Consultant (ChFC) designation, conferred by the American College.

Throughout the course of study Jim began to realize that not only did folks in similar positions to his need help with their income taxes, but that affordable, objective financial advice is typically not available to this group as well. Either the provider of the advice is geared more toward a high net worth clientele (and priced as such!), or the focus of interaction with the provider of advice was based upon the sale of a product (which may or may not be needed).

9,000 - 200,000 VISITORS PER MONTH

Data is estimated monthly traffic from SEMRUSH



17 **25,700** VISITORS PER MONTH

THE MONEY GUY

www.moneyguy.com

Bo's passionate about all things finance, and loves helping people make smart financial decisions. He knows it's extremely fulfilling when solid financial planning "clicks" for the people he serves.

Bo is also the co-host of award-winning podcast, The Money Guy Show, where he and Brian Preston share guidance and insight on topics ranging from clipping coupons to saving for retirement — and everything in between. He has been featured in and contributed to Fox Business, Bankrate.com, Time, Yahoo! Finance, Forbes, authors a bi-weekly column for US Newsand World Report, and more.

Brian is the founder and host of the award-winning podcast, The Money Guy Show, and has been broadcasting for over 11 years. He's appeared on the Fox Business Channel, writes a column for US News, and has been featured in The Wall Street Journal, Bankrate.com, Newsweek, Kiplinger's, Yahoo! Finance, Forbes, and more. Brian has been recognized by Investopedia as one of the "Top 100 Most Influential Advisors", by Nerd's Eye View as "Top 50 Advisor Blog", and by brightscope.com as one of the "Top 100 Most Social Financial Advisors".

18 **19,500** VISITORS PER MONTH

MOM AND DAD MONEY

www.momanddadmoney.com/about

Hi, I'm Matt and I'm the founder of Mom and Dad Money, a fee-only financial planning practice dedicated to helping new parents build happy families by making money simple.

I started Mom and Dad Money because I know what that anxiety feels like and I wanted to help other new parents conquer it.

I know the pressure that a new parent feels to get things "right".
I know the stress that comes when everything feels new and unfamiliar.
I know the really genuine desire to feel like your family is provided for.

I know that money is never the end goal, but that getting the money stuff right is a huge step towards creating a happy, stress-free family environment.

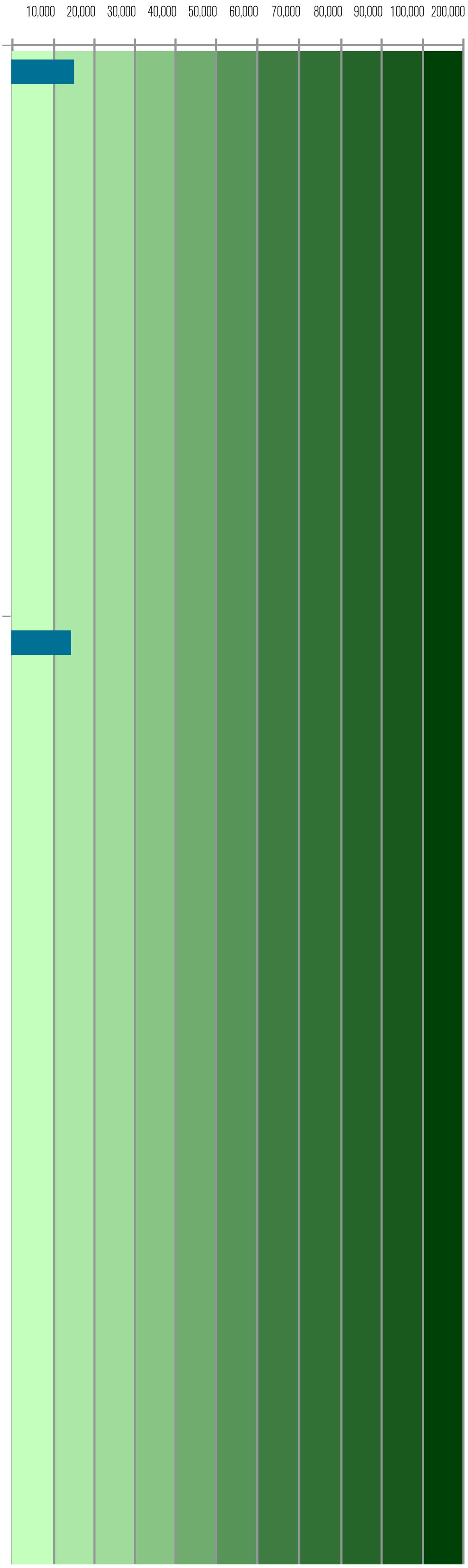
More than anything, I want to help you get rid of that anxiety and feel confident that you're making the right financial decisions for your family.

Through both my personal experience as a dad and my professional experience as a financial planner working with other parents, I've seen and been through much of what you probably have questions about. I've learned a lot about what works and what doesn't. What's important and what isn't.

And my goal is to make it as easy as possible for you to know exactly WHAT you should be doing, HOW to do it, and what to AVOID so that you can get rid of the anxiety, make good decisions, and get on with your life.

9,000 - 200,000 VISITORS PER MONTH

Data is estimated monthly traffic from SEMRUSH



19 **14,100** VISITORS PER MONTH

THE CHICAGO FINANCIAL PLANNER

www.thechicagofinancialplanner.com

Roger started The Chicago Financial Planner blog to share his knowledge and experiences as a financial advisor with his readers. His goal is to provide ideas to readers in the hope of guiding them to take the actions needed to plan for the financial future they desire for themselves and their families.

Roger Wohlner is a freelance financial writer and fee-only financial advisor who accepts no fees or commissions from any provider of financial products or services. Roger is based in Arlington Heights, IL a suburb about 35 miles Northwest of Downtown Chicago.

He uses his experience to communicate complex financial concepts to both his readers and his clients in an understandable manner. Roger writes for a number of financial sites, financial services firms and financial advisors both under his own byline and as a ghost writer.

Roger serves a number of individual clients and their families. He strives to provide clients with a sense of control and peace of mind via financial planning and the ongoing monitoring of their situation.

Roger also provides services to retirement plan sponsors, endowments and foundations. These organizations have a fiduciary responsibility to the stakeholders and beneficiaries of these funds; Roger helps these investment committees meet those obligations.

20 **13,200** VISITORS PER MONTH

HULL FINANCIAL PLANNING

www.hullfinancialplanning.com

In my second semester, my roommate asked me if I knew what USAA was. I had no idea. He explained that they were an insurance company and a credit card company that only served military officers and Academy cadets. If I wanted to establish credit, I could get a credit card through them.

I called and joined. 21 years later, I'm still a happy member.

Started as an automobile insurance cooperative between military officer friends a long time ago, USAA has grown into an enormous financial services membership organization still dedicated to serving the military and those who are associated with the military. USAA covers darn near every aspect of your financial life, from insurance to banking and credit cards to retirement products.

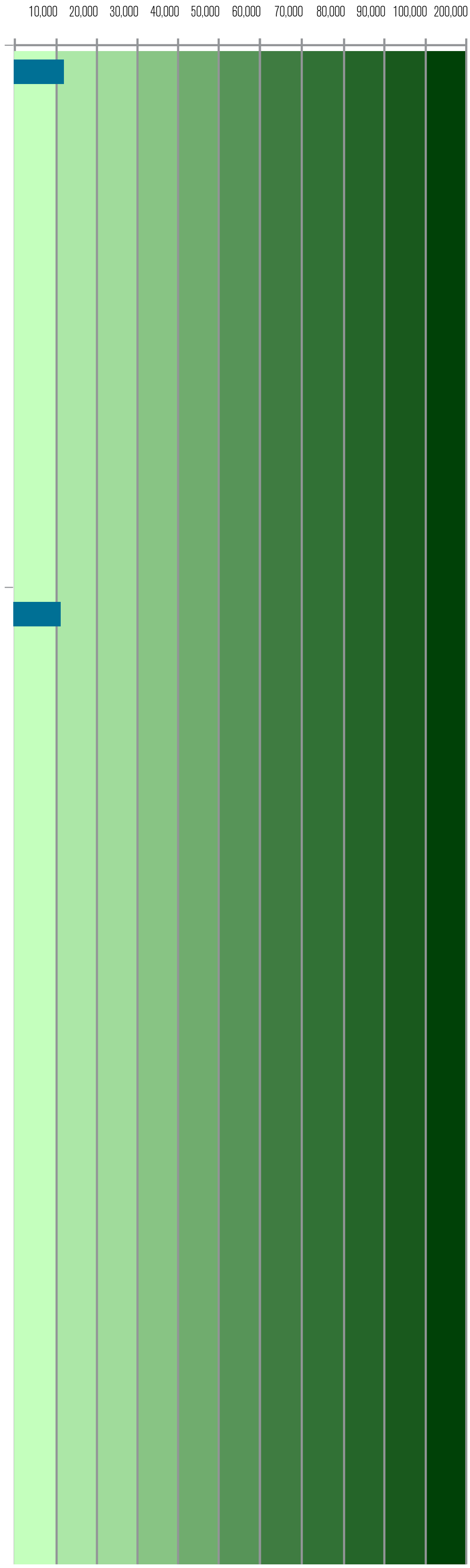
As I mentioned, when I joined in 1992, eligibility was limited to officers in the military and those who were in a program to become commissioned officers.

At some point in the late 90s, they opened up to non-commissioned officers, and shortly after that, to enlisted service members.

Since then, they've opened up the gates again. You can take part in USAA products even if you don't qualify for membership. You can still use the investment services that USAA offers, you can purchase life insurance from USAA, and you're eligible to use their discounts, however, if you don't qualify for membership, you're not eligible for the auto, property, and other insurance products, and you cannot use the banking products.

9,000 - 200,000 VISITORS PER MONTH

Data is estimated monthly traffic from SEMRUSH



21 **11,000** VISITORS PER MONTH

ABACUS WEALTH BLOG

https://abacuswealth.com/blog

Your life changes, and your financial plan has to be flexible enough to change with it. You may start a new job, create a business, have kids, have grandkids, buy a house, get married, sell your business, move to Oregon to garden, get audited by the IRS, inherit a little money (or a lot), get divorced, sell your rental property or maybe even have a year or two when very little changes. Almost all life events bring new financial risks and opportunities, so you need a financial plan that evolves to keep up and an advisor on call to quickly address your changing situation.

Our financial planning process goes beyond a one-time checkup. Your Abacus advisor will address all six key areas of financial planning using a roadmap that prioritizes your most important questions first.

Once we understand your goals and values (always the first step), we develop your personalized roadmap. We always strive to take manageable steps to improve your financial life. If we go too fast, you may burn out and stop improving. If we go too slowly, you may miss important opportunities to save money, protect yourself from life's biggest risks or achieve your goals. We'll help you make sure that the most critical tasks are prioritized quickly and the less important tasks are scheduled in the future rather than forgotten altogether.

22 **10,100** VISITORS PER MONTH

WORKABLE WEALTH BLOG

www.workablewealth.com/blog

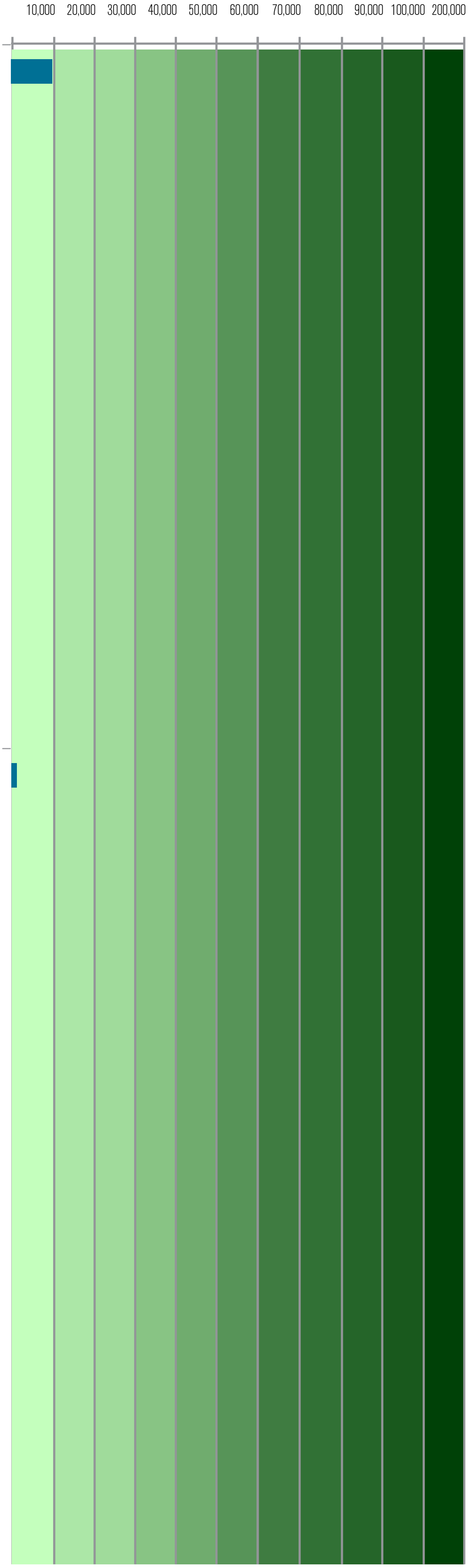
I utilize a fun and educational approach in working with professional and entrepreneurial women, young couples and families, and military families to help you organize, gain confidence and build security in your financial life. When it comes to money and finances, education and compassion are key. I make sure to talk through any topics you don't understand, organize information in a way that makes sense, always look out for your best interest, never judge, and even when it's tough, tell you the things you may need to hear.

I grew up with a lot of uncertainty, fear and confusion around money and learned early on the kinds of problems it can cause in life. To pay my own way through college, I found myself with a position in a financial services firm. It was there that I learned many others were experiencing the same fear and stress I had, but instead of living with it – they were ditching it! I immediately switched my major to financial planning and soon after learned what having control of your money instead of letting it control you means.

I majored in money. I experienced, first hand, the huge disconnect between today's education system, financial planning firms, and the very limited availability and accessibility of financial information and guidance for those of us in our 20's, 30's and 40's. With Workable Wealth, I've set out to bridge that gap.

9,000 - 200,000 VISITORS PER MONTH

Data is estimated monthly traffic from SEMRUSH



23 9,900 VISITORS PER MONTH

YOUR SMART MONEY MOVES

www.yoursmartmoneymoves.com

Ted Jenkin
Editor In Chief of Your Smart Money Moves
Co-CEO and Founder of oXYGen Financial, Inc

My friends and family all think I'm a workaholic, but I say I'm just a guy that loves to help people do better in life.

I have the credentials to show you how to do better with your money.

The Wall Street Journal features me monthly in their Wall Street Journal-The Wealth Management Experts.

CNN Headline News has me has a frequent guest as their Money Expert

The Weather Channel has made me the only financial advisor in the country who provides financial advice for emergency financial situations.

I carry SIX advanced designations from the College For Financial Planning including the CERTIFIED FINANCIAL PLANNER™ certification..

I was the youngest Field Vice President in the history of American Express Financial Advisors.

I have counseled more than 20,000 families in my career and have been quoted in more than 150 magazines and newspapers. My goal with your smart money moves is to bring you common sense financial advice. Most of the major networks and many high falutin financial advisors use words and jargon that may be over your head. What I have learned is that most people are so busy in their hectic schedules that they need easy to implement advice for their daily lives. That is exactly what you'll get from me in this column, plus some funny insight about our emotions and how we think about our money.

24 9,100 VISITORS PER MONTH

FINANCE AND FLIP FLOPS

www.danielzajac.com

My name is Daniel Zajac, and I'm a CERTIFIED FINANCIAL PLANNER™ Professional.

The best thing about my website? The information I provide is free. And the best thing about working with me? My experience and knowledge.

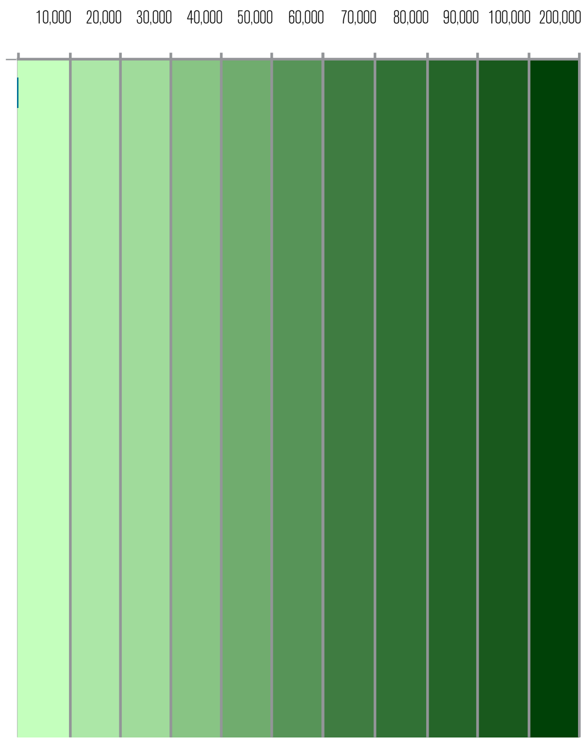
I won't say that I always wanted to be a CERTIFIED FINANCIAL PLANNER™ Professional when I grew up, but there is certainly something about this job and this industry that fits my personality, my insatiable craving to learn, and my creative problem-solving skills. I graduated from Drexel University in 2004 with a degree in finance, and I went on to earn my CFP® designation, as well as my AIF®, CLU®, and EA credentials. These may sound like just a bunch of letters, but they essentially mean I can support you, your financial goals, and your business with suitable advice designed to help protect and empower your growth at every turn.

And I didn't stop with my certifications. I went on to author and contribute to over 100 articles about employee stock options, retirement planning, tax credits, and more both on this website as well as in publications like MyStockOptions.com, Investopedia, Business Insider, Kiplinger, and Huffington Post.

My job is to make sure you understand your options so you can make informed decisions about what is best for your money, your family, your business, and financial goals. The world of finance can be overwhelming, tricky, complicated, and fast-paced—and it's certainly not for everyone.

9,000 - 200,000 VISITORS PER MONTH

Data is estimated monthly traffic from SEMRUSH



25 **9,000** VISITORS PER MONTH

GEN Y PLANNING

www.genyplanning.com

Young professionals are in the middle of making huge life decisions: pursuing advanced degrees, buying homes, getting married, having kids, and switching jobs. The Gen Y Planning team believes that your 20s and 30s are one of the best times to seek financial planning help in order to build a secure financial foundation for the future. We help clients navigate student loans, consumer debt, saving, investing, selecting insurance and company benefits, tax planning, and more.

Are you looking for guidance as you make major financial decisions? Would you like to get your money organized and set actionable goals? Gen Y Planning can help!

Sophia Bera, CFP® is not your father's financial planner. After working in traditional financial planning firms since 2007 she quit her job at a NY start-up to launch her own firm, Gen Y Planning. Now, she runs a 6-figure online business from her laptop. Her recent accolades include the "Top 40 Under 40" by Investment News, "10 young Advisors to Watch" by Financial Advisor Magazine, and "10 of the Best Personal Finance Experts on Twitter." Sophia is excited to partner with Ellevest in serving their clients.

Sophia's been quoted in the New York Times, Wall Street Journal, Forbes, Fortune, Business Insider, Yahoo Finance, CNN Money, CNBC, Huffington Post, Mashable, LifeHacker, and more. If you Google "financial planner for millennials" she's at the top of the list.

ABOUT MIDSTREAM MARKETING

Christopher P. Wendt is president of Midstream Marketing, a digital agency that generates predictable leads for independent financial advisory firms. Over the last 10 years, he's spent hundreds of hours applying the LeadGen Formula™, a proven method helping financial advisors generate more leads. You can reach him at cwendt@wendt.enterprises.

MIDSTREAM MARKETING

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