



Preston Byers Named 5 Star Wealth Manager by Atlanta Magazine

October 30, 2017 - Please join us in congratulating ClearBridge Wealth Management President Preston Byers, CPA, CFP on his selection as a Five Star Best in Client Satisfaction Wealth Manager for 2017 by [Atlanta Magazine](#)! Preston is being recognized for the 10th consecutive year. The October issue of Atlanta Magazine is on newsstands now throughout the Atlanta area.

Atlanta Magazine formed a partnership with Crescendo Business Services, an independent research firm, to identify the “best in client satisfaction” wealth managers serving the Atlanta area. In February, Crescendo surveyed by mail and phone 95,000 high-net-worth residents in the Atlanta area who were also subscribers of Atlanta Magazine. An additional 9,000 surveys were sent to leaders of financial service industry companies.

On the surveys, recipients were asked to select only wealth managers whom they knew through personal experience and to evaluate them based upon several criteria, including customer service, integral knowledge/expertise, communication, value for fee charged, meeting of financial objectives, post-sale-service, quality of recommendations and overall satisfaction.

The 2012 – 2017 award is based on 10 objective criteria associated with providing quality services to clients such as credentials, experience, and assets under management among other factors. Prior to 2012, the award was based solely on client satisfaction. Respondents evaluated criteria such as customer service, expertise, value for fee charge and overall satisfaction. The overall score is based on an average of all respondents and may not be representative of any one client’s experience.

The Five Star program is the largest and most widely published wealth manager award program in North America. As part of the updated research process for the Five Star Wealth Manager program, firms and peers nominate award candidates. Award candidates are evaluated against 10 objective criteria to determine the Five Star Wealth Managers in more than 40 major markets. The updated Five Star Wealth Manager award process includes:

Nominations by peers and firms: Wealth managers, including financial planners and advisors, CPAs and estate planning attorneys, are nominated by their firm or a peer to be considered for the Five Star Wealth Manager award. Self-nominations are not accepted.

Regulatory and consumer complaint process: Feedback from consumer surveys will augment a regulatory history review.

Firm review: Firms will have the option to provide input on award candidates from their firm, regardless of the nomination source.

During the objective selection process, award candidates are evaluated against 10 objective criteria:

- 1) Credentialed as an investment advisory representative (IAR), a FINRA-registered representative, a CPA or a licensed attorney;
- 2) Actively employed as a credentialed professional in the financial services industry for a minimum of five years;
- 3) Favorable regulatory and complaint history review;
- 4) Fulfilled their firm review based on internal firm standards;
- 5) Accepting new clients;
- 6) One-year client retention rate;
- 7) Five-year client retention rate;
- 8) Non-institutionalized discretionary and/or non-discretionary client assets administered;
- 9) Number of client households served;
- 10) Educational and professional designations. No more than 7 percent of the wealth managers in a market receive the Five Star award.