

## DISCLOSURE REGARDING AWARDS RECOGNITION GIVEN TO LEGEND FINANCIAL ADVISORS, INC.® ADVISORY PERSONNEL

Awards listings, rankings and/or recognition by unaffiliated rating services and/or publications should not be construed by a client or prospective client as a guarantee that he/she will experience a certain level of results if Legend Financial Advisors, Inc.® (Legend) is engaged, or continues to be engaged, to provide investment advisory services, nor should it be construed as a current or past endorsement of Legend by any of its clients. Awards listings, rankings and/or recognition published by magazines, and others, generally base their selections exclusively on information prepared and/or submitted by the recognized advisor. A more detailed disclosure of the criteria used in making these awards listings, rankings and/or recognition is included below.

### AdvisorOne's "Top Wealth Mangers"

This was formerly known as *Wealth Manager's* "Top Wealth Managers" Survey. *AdvisorOne's* "Top Wealth Managers" survey lists participating registered investment advisors according to the average assets under management per client, according to the averages of their peers.

Applicants must be RIA's registered with the Securities and Exchange Commission. Applicants are required to complete an extensive online application compiling data such as average assets under management per client, firm growth or decline in the previous year, average three-year growth, and assets under management per staff. Results are calculated in terms of average assets under management per client. One of the primary goals of the survey is to help wealth management firms improve their business operations.

### Barron's "Top 100 Independent Financial Advisors"

This list, compiled by financial-industry consultant R.J. Shook, is based on several factors including accurate data provided by the advisor. Nominations come from banks, custodial organizations, clearing houses, affiliated broker-dealers, and other sources. Shook and his organization, The Winner's Circle, then determine the winners to be named to the list based on each advisor's assets under management, his or her contribution to the firm's revenues and profits, and indications of service quality. Scores are based on assets in accounts the advisors oversee themselves. Shook also conducts interviews with the advisors, makes judgments about the quality of service provided, and reviews regulatory records in determining who should be named one of the "Top 100 Independent Financial Advisors."

Neither Shook nor any employees of The Winner's Circle receives compensation from the advisors, their firms, or the organizations making nominations.

### Dental Practice Report Magazine's "Top Financial Advisors for Dentists in America"

Candidates were selected to the *Dental Practice Report Magazine's* "Top Financial Advisors for Dentists in America" list based upon client and peer references, strong recommendations from dentists, and an extensive background check through the Securities and Exchange Commission, Certified Financial Planner Board of Standards, Inc. and the Financial Industry Regulatory Authority to confirm that the selected advisors have no disciplinary action against them on a national level. Applicants were also required to complete a questionnaire listing credentials, educational background, noteworthy professional achievements, specific areas of expertise, and percentage of clients who are dentists. Candidates were selected based on having at least 10 years of professional experience with a depth of knowledge about a broad range of financial issues, retaining some certifications (CFP® for example) requiring continuing education, the advisor's representation of a broad geographic area, their type of fee arrangements, and minimum portfolio requirements.

### Ernst & Young's "Entrepreneur of the Year" Award

The "Entrepreneur of the Year" award recognizes the men and women who put everything on the line in order to translate an idea into a viable, sustainable enterprise. Entrepreneurs include both founders of companies and those who organize, manage, and assume the risks of a business or enterprise early in its lifecycle or during its growth and are still active in the company. Entrepreneurs can be a generation or more removed from the founder, such as in family-owned businesses, if the individual manages the business and assumes the associated risks.

The nominee must be an owner/manager of a public or private company with primary responsibility for the recent performance of the company and an active member of top management. The nominee's company must also be at least two years old. Nominees are evaluated by independent panels of judges in each region. The judges are past winners, educators, and business and community leaders. They judge the nominee based on the business they have created, how successful it has

been, its everyday practices with respect to employees, and its impact on the community, in addition to other factors including vision, leadership, achievement, and social responsibility.

Eligible winners are first nominated by someone who finds them worthy, such as an employee, co-worker, industry colleague, or other acquaintance. Once nominated, the nominee receives an extensive application to complete, including the above areas, and returns it to Ernst & Young's appropriate regional representative. Nominees who make it through this phase go on to interview before the panel of judges. Regional winners are then eligible for the national "Entrepreneur of the Year" title, with the national winner going on to a subsequent ceremony to name the world's "Entrepreneur of the Year."

#### Financial Advisor Magazine's "RIA Survey"

This annual survey is performed by *Financial Advisor Magazine* as a means of measuring growth among independent advisors across the United States. Firms must be registered investment advisors and provide financial planning and related services to individual clients. All firms must be either independently owned or be a freestanding subsidiary of another business.

Data is provided by each firm, mostly from numbers and information published on the firm's Form ADV, including assets under management for the previous two years, number of client relationships, average assets per client, services offered by the firm and percentage of clients who utilize each, portfolio allocations, typical fees, and revenue sources. Each participating advisor is then ranked in a listing alongside their participating peers.

Survey results are listed out in five categories, which are determined by each firm's asset size. The categories are:

- \$1 Billion and Over
- \$500 Million to <\$1 Billion
- \$300 Million to <\$500 Million
- \$100 Million to <\$300 Million
- \$75 Million to <\$100 Million

A separate listing ranking for firms with assets of \$75 million or less is available on *Financial Advisor Magazine's Website* ([www.fa-mag.com](http://www.fa-mag.com)), but is not published in their magazine. Within each of the five categories, the top 10 fastest-growing firms are also listed separately. The results are determined by the percentage of growth in assets over the previous two years. This list is then published at the beginning of the survey ranking results.

Submissions to the national surveys also qualify firms for inclusion in state rankings. These statewide rankings of advisory firms are then published regionally on *Financial Advisor Magazine's Website* at various points throughout the year.

#### Financial Planning's Influencer Award

*Financial Planning's "Influencer Award"* recognizes six practitioners who have made significant contributions to the financial planning profession, from developing innovative portfolio and practice-management solutions to providing leadership for the advisory community. The award encourages advisors to act as teachers, mentors, and coaches to their clients to help them clarify and achieve their own financial and life goals. Candidates are awarded in six categories. The categories are:

- Industry Contributor Award: An advisor who has recently made extraordinary contributions to the financial planning profession.
- Practice Management Award: An advisor who has introduced innovative practice-management ideas and shared them with the industry.
- Tech Innovator Award: An advisor who has devised ingenious technology best practices and shared them with the industry.
- Wealth Creator Award: An advisor who has contributed significantly to portfolio management through portfolio management best practices.
- Legacy Builder Award: An advisor who has advanced the industry's training of the next generation of professionals.
- Lifetime Achievement Award: An advisor who, over the course of his or her career, has repeatedly changed financial planning for the better.

Eligible nominees must be financial planners currently or formerly active in an independent advisory practice or RIA. Candidates are nominated by someone who finds them worthy. All nominations must be submitted using the online nomination form. Candidates are then judged on their valuable service to one another.

#### Financial Planning's "Movers & Shakers"

Awardees of the “Movers & Shakers” title are selected based upon the voting of *Financial Planning Magazine* subscribers on the magazine’s Website at [www.FinancialPlanning.com](http://www.FinancialPlanning.com). The nominees for the honor are chosen based on nominations and endorsements from other industry colleagues as well as comments and recommendations from an Advisory Board of professionals familiar with the financial planning industry, focusing mainly on the individuals who have contributed the most to advancing the profession of financial planning and are effectively shaping its future.

#### *Fortune Small Business’ “Best Bosses”*

*Fortune Small Business Magazine*, in conjunction with *Winning Workplaces*, searches the country to identify the nominees for the “Best Bosses” competition. They are then asked detailed questions about employee tenure, benefits, management challenges, and metrics for measuring success. Clients, professional references, and employees are also interviewed.

The list is then narrowed to a specific number of finalists, who answer a second set of questions about employee training, financial incentives, and information sharing. The finalists are then evaluated by a panel of judges based on the following criteria:

- Key metrics such as sales growth rate, and lack of employee turnover were significant factors
- Innovation and response to business challenges
- Leadership skills
- Employee training
- Employee participation
- Employee rewards—compensation, benefits, recognition programs, etc.
- Employee perceptions of the workplace

The “Best Bosses” award is given annually to honor innovative leaders of small-to-midsize businesses who have created innovative and productive workplaces, and who are able to adapt and thrive in an era of economic insecurity, layoffs and overwork. Once awarded, an honoree cannot be considered again for this distinction.

#### *Inc. 5000 List*

The Inc. 5000 List showcases the fastest-growing, privately-held companies in America. Candidates are required to complete an extensive application. Then, in order to complete the application, companies must submit revenue verification materials to confirm revenue figures. Companies are ranked according to the percentage growth of their annual revenue over a three-year period.

In order to qualify for the Inc. 5000 award, companies must meet the following criteria:

- Three years prior, they generated at least \$100,000 in revenue;
- Have generated at least \$2 million in revenue during the current year;
- They must be privately held, for profit, based in the U.S., and independent (not a subsidiary or division of another company).

The Inc. 5000 List is a distinguished editorial award, a celebration of innovation, a network of entrepreneurial leaders, and an effective public relations showcase. The Inc. 5000 ranks companies by overall revenue growth over a three-year period.

#### *Investment Advisor’s “The IA 25”*

*Investment Advisor’s* list of “The IA 25” is a subjective listing chosen by the IA editorial staff with input from the magazine’s contributors and readers. Candidates are selected without any type of submission to the publication and are viewed as being those who are “the most influential people in and around the financial planning profession” and who affect change in the industry. The qualifications are generally unknown and may or may not change on a regular basis depending upon the criteria set forth at that time by the publication.

#### *Medical Economics’ “The Best Financial Advisors for Doctors”*

Applicants for the *Medical Economics’* “Best Financial Advisors for Doctors” list have historically been required to complete an extensive questionnaire listing credentials, educational background, noteworthy professional achievements, specific areas of expertise, and percentage of physician clients. Candidates were selected for the list based upon these qualifications, in addition to client and peer references, strong recommendations from physicians, an extensive background check, and the

applicant's knowledge and experience in the financial advisory field. The majority of this information is provided by the advisor.

*Medical Economics* also weighs the conduct of the applicant's firm and how the firm charges for their services, taking special interest in fee-only advisors that are inclined to provide objective and unbiased advice, operating without a conflict of interest.

#### Mutual Funds' "100 Great Financial Planners in America"

*Mutual Funds* Magazine's list of the "100 Great Financial Planners in America" was published for only two years, ending in 2002 with the publication being discontinued. Dependent upon an advisor's application for nomination, the magazine used the following criteria for selection:

- Client and peer references
- A rigorous background check
- Extensive interview process of hundreds of experts nationwide from money management firms, consulting firms, fund companies, brokerages, universities and elsewhere
- Reviewed SEC filings (determining customer complaints, for example) and Interviewed State Regulators
- Areas of specialization and methods of compensation to ensure a diverse selection of advisors

#### NAWBO Pittsburgh Chapter's "Women Business Owner of the Year"

The Pittsburgh chapter of the National Association of Women Business Owners (NAWBO) selects one woman from its membership each year to receive the distinction of "Women Business Owner of the Year". The members vote for this honor and consider such factors as involvement and dedication to the organization, significant career achievements, outstanding leadership and accomplishments within their company, and contributions to the community at large.

#### Pittsburgh Business Times' "Best Places to Work in Western Pennsylvania"

The "Best Places to Work in Western Pennsylvania" honor lists the top businesses in and around Western Pennsylvania according to anonymous employee surveys. In order to be considered, each company must submit information to begin the surveying process, which is done online through the third-party service Quantum Workplace. The company must provide their unique code to their employees, and a specific percentage of those employees must complete the survey in order for the company to be considered. This specific percentage is dependent upon the total number of employees within the firm. For example, to qualify as a small business with less than 50 employees, 85% of the full-time permanent staff must complete the survey, which addresses various aspects of the company and work environment in general. Quantum Workplace then evaluates the data and assigns qualitative rankings to the responses, thereby ranking the companies against one another to achieve the end result of the "Best Places to Work in Western Pennsylvania."

#### Pittsburgh Business Times' Fast Trackers

The *Pittsburgh Business Times* looks each year for 50 individuals under the age of 45 who excel in both their professional careers and their service to the community and/or charitable organizations. Selected by a panel of judges (made up of the previous year's winners), they seek to select those professionals making an impact on the business and social climate within the Pittsburgh region. To be selected for this honor, one must be nominated by one's peers.

#### Pittsburgh Business Times' "Pittsburgh 100"

The "Pittsburgh 100" is comprised of companies with proven, sustained growth records that have been growing at a rate of 10% or more per year over the past three years. To qualify, the company must be a privately-held, independent corporation, proprietorship, or partnership (not a subsidiary or division), have sales in the earliest of the three-year period of at least \$500,000 with sales in the past year higher than those recorded two years prior, be a for-profit enterprise, and be willing to allow independent verification of the financial information submitted.

Three years' worth of revenue data must be provided by the applying company, which the publication verifies through the firm's independent accountant. Additionally, the *Pittsburgh Business Times* requests three years of employment figures as well as other basic company information. The "Pittsburgh 100" is published annually.

#### Pittsburgh Human Resources Association's "People Do Matter" Award

This award measures how a company's human resource practices enable greater employee productivity and provides increased value to the organization's customers. By voluntary completion of the nomination form, a company may nominate themselves or be nominated by another party. Using three categories—People, Learning and Development, and Work Structure and Processes—the Pittsburgh Human Resources Association judges companies against one another to determine which of the nominees best represents a workplace where "People Do Matter". Essays, completed by the nominator, include descriptions of the business initiatives of the chosen category, challenges faced, the results of the chosen initiative(s) or course taken, the lessons learned, and the creativity used in solving the challenge. A panel then evaluates the responses and determines who the finalists of each category should be. There is one winner per category, but typically there are up to three finalists for each of the three categories.

#### Pittsburgh Magazine's "Five Star Wealth Managers" Award

Pittsburgh Magazine's "Five Star Wealth Managers" award recognizes individuals who help manage and implement aspects of the financial world. The magazine formed a partnership with Crescendo Business Services to discover which wealth managers scored highest in overall satisfaction. Crescendo administered a survey, by mail and phone, to approximately 1 in 5 high-net-worth households, within the Pittsburgh area. Additional surveys were sent to financial services industry professionals. On the surveys, recipients were asked to evaluate only wealth managers whom they know through personal experience and to evaluate them based upon nine criteria including: customer service, integrity, knowledge/expertise, communication, value for fee charged, meeting of financial objectives, postsale service, quality of recommendations, and overall satisfaction. Both positive and negative evaluations were included in the scoring. Only wealth managers with five years of experience in the financial services industry were considered. Next, each wealth manager was reviewed for regulatory actions, civil judicial actions and customer complaints as reported by FINRA (the Financial Industry Regulatory Authority) and other regulatory agencies. Then, before finalizing the list, wealth managers were reviewed by a blue ribbon panel. The panel was comprised of individuals from within the financial services industry. Although panelist comments were incorporated into the final score, safeguards were built into the review process to reduce the ability of panel members to influence the composition of the final list on the basis of company affiliation. The resulting list of Wealth Managers is an elite group, representing less than 5 percent of the wealth managers in the Pittsburgh area.

#### Pittsburgh Post-Gazette's "Top 50 Places To Work"

The *Pittsburgh Post-Gazette* "Top 50 Places To Work" listing recognizes their selection of best places to work in Pittsburgh. Surveys are distributed to all employees. They then use the received input to rank organizations across the Pittsburgh region that provides great work environments for employees.

#### SmartBusiness Pittsburgh's Pacesetters Awards

The Pacesetters Awards recognize outstanding business and community leaders who have had a significant impact on the region and represent some of the most innovative and astute leaders in Pittsburgh. The awardees are also recognized for demonstrating a genuine commitment to their employees, clients, professions and industries. Leaders are segregated into three divisions, based on the size of their organizations and/or their rate of growth—emerging, mid-market, and large organizations. Three finalists are named in each division based on completion and judging of a nomination form that includes questions about innovative solutions to business problems or challenges that the nominee has implemented that demonstrates how the nominee is setting the pace for business success in the Greater Pittsburgh region.

#### The Pennsylvania Department of Community and Economic Development's "Best 50 Women in Business"

The "Best 50 Women in Business" award recognizes women who are known not only for their professional and personal achievements, but who also personify leadership in their communities. Given to 50 women in the Commonwealth of Pennsylvania, the nomination process includes an application which the nominee must complete, including a list of references, company information, and essays on areas such as professional accomplishments, community involvement, and advocacy for women. Nominees must also be a female resident of Pennsylvania, and be employed in the state as an owner, partner, president, chief executive officer, board chair, in a senior executive management-level position, or a woman with significant authority in decision-making in a business or company. Winners are selected by an independent panel of judges, and awardees are not eligible for nomination once they have been honored with this distinction.

#### Wealth Manager's "Top Wealth Managers" Survey

This is currently known as *AdvisorOne's* "Top Wealth Managers". *Wealth Manager* Magazine's "Top Wealth Managers" survey lists participating registered investment advisors according to average assets under management per client, according to the averages of their peers.

Applicants are required to complete an extensive online survey consisting of questions including six years' worth of ADV-reported earnings. Survey results are traditionally compiled using firm-submitted data such as average assets under management per client, firm growth or decline in the previous year, average three-year growth, and assets under management per staff to calculate a composite ranking. Candidates are ineligible due to being a broker/dealer, bank, or non-SEC registered RIA. Results are calculated in terms of average assets under management per client.

#### Worth's "The Top 250 Wealth Advisors"

Worth Magazine's "The Top 250 Wealth Advisors" list has also been known as "The 250 Best Financial Advisors in America", "The Top 100 Wealth Advisors" list and/or *Robb Report* Worth's "The Nation's 100 Most Exclusive Wealth Advisors". Candidates, in addition to a minimum experience level of 10 years, have historically been selected based upon the following criteria, of which the majority is submitted by the advisor:

- Nominations from readers, industry associations, clients, and other advisors
- Portfolio returns
- Compensation structure
- Success in identifying and achieving client goals
- Client retention rate
- Letters of recommendation from clients
- Types of clients and business philosophy
- Educational background and professional designations
- Professional longevity
- Success in discussing the current investment climate and achieving returns for clients
- Most importantly, advisor/client relationships