

CRAIN'S LIST: LARGEST MONEY MANAGERS

Ranked by total assets under management

| | Company Address Website | Client contact | Total assets under management (\$000,000) | | Assets under management non-discretionary (\$000,000) | Assets under management with discretion (\$000,000) |
|-----|--|---|---|----------------|---|---|
| | | | Jan. 1 2014/ 2013 | Percent change | Jan. 1 2014/ 2013 | Jan. 1 2014/ 2013 |
| 1. | Comerica Asset Management Group 255 E. Brown, Suite 200, Birmingham 48009 www.comerica.com | Dennis Johnson (248) 594-4138 | \$26,741.0 \$25,526.5 | 4.8% | \$0.0 \$0.0 | \$26,741.0 \$25,526.5 |
| 2. | Munder Capital Management Inc. 480 Pierce St., Birmingham 48009 www.munder.com | William McNett (248) 647-9200 | 17,650.9 15,055.3 | 17.2 | 0.0 0.0 | 17,650.9 15,055.3 |
| 3. | Plante Moran Financial Advisors LLC 27400 Northwestern Highway, Southfield 48034 http://wealth.plantemoran.com | John Lesser (248) 375-7317 | 9,725.5 8,133.4 | 19.6 | 4,511.2 3,697.6 | 5,214.3 4,435.8 |
| 4. | Heber Fuger Wendin Inc. 36700 Woodward Ave., Suite 201, Bloomfield Hills 48304 www.heberinvestments.com | David Barnes (248) 258-6866 | 4,723.2 4,551.4 | 3.8 | 4,658.6 4,511.0 | 64.6 40.5 |
| 5. | Seizert Capital Partners LLC 185 Oakland Ave., Suite 100, Birmingham 48009 www.seizertcapital.com | John Van Gorder (248) 593-1500 | 4,453.9 3,438.3 | 29.5 | 0.0 NA | 4,453.9 3,438.3 |
| 6. | Telemus Capital Partners LLC 2 Towne Square, Suite 800, Southfield 48076 www.telemuscapital.com | Gary Ran (248) 827-1800 | 2,423.7 2,132.6 | 13.7 | 988.5 853.0 | 1,435.2 1,279.5 |
| 7. | Gregory J. Schwartz & Co. 3707 W. Maple, Bloomfield Hills 48301 www.gjsco.com | Peter Schwartz (248) 644-2701 | 2,322.3 1,751.9 | 32.6 | 2,194.6 1,641.4 | 127.7 110.5 |
| 8. | Advance Capital Management Inc. 1 Towne Square, Suite 444, Southfield 48076 www.acfunds.com | Chris Kostiz (248) 350-8543 | 2,196.0 1,985.0 | 10.6 | 540.6 519.6 | 1,655.3 1,465.4 |
| 9. | Sigma Planning Corp. 4261 Park Road, Ann Arbor 48103 www.sigmaplan.com | Amy Holzer (734) 663-1611 | 2,048.9 1,457.5 | 40.6 | 0.2 NA | 2,048.7 1,457.5 |
| 10. | LS Investment Advisors LLC 39533 Woodward Ave., Suite 302, Bloomfield Hills 48304 www.LSInvestmentAdvisors.com | William Camp (248) 430-0262 | 1,855.9 1,306.6 | 42.0 | 83.1 63.5 | 1,772.8 1,243.1 |
| 11. | Schwartz Investment Counsel Inc. 801 W. Ann Arbor Trail, Suite 244, Plymouth 48170 www.schwartzinvest.com | Robert Schwartz (734) 455-7777 | 1,743.7 1,093.7 | 59.4 | 0.9 0.9 | 1,742.7 1,092.7 |
| 12. | Flexible Plan Investments Ltd. 3883 Telegraph Road, Suite 100, Bloomfield Hills 48302-1432 www.flexibleplan.com | Len Durso (800) 347-3539 x2 | 1,743.2 1,487.5 | 17.2 | 0.0 0.0 | 1,743.2 1,487.5 |
| 13. | Mainstay Capital Management LLC 100 E. Big Beaver Road, Troy 48083 www.mainstaycapital.com | David Kudla (866) 444-6246 | 1,729.9 1,281.9 | 34.9 | 0.0 0.0 | 1,729.9 1,281.9 |
| 14. | Azimuth Capital Management LLC 200 E. Long Lake Road, Suite 160, Bloomfield Hills 48304 www.azimuthcap.com | Management Team (248) 433-4000 | 1,373.5 ^① 693.2 | 98.1 | 120.7 69.9 | 1,252.8 623.3 |
| 15. | Ambassador Capital Management LLC 500 Griswold Ave., Suite 2800, Detroit 48226 www.ambassador-capital.com | Tal Gunn (313) 961-3111 | 1,305.7 1,332.5 | -2.0 | 0.0 0.0 | 1,305.7 1,332.5 |
| 16. | Portfolio Solutions LLC 900 Wilshire Drive, Suite 200, Troy 48084 www.portfoliosolutions.com | Scott Salaske (248) 689-1550 | 1,285.8 1,188.0 | 8.2 | 0.0 0.0 | 1,285.8 1,188.0 |
| 17. | Retirement Income Solutions Inc. 455 E. Eisenhower Parkway, Suite 300, Ann Arbor 48108 www.risadvisory.com | Brock Hastie (734) 769-7727 | 1,198.5 953.9 | 25.6 | 0.0 0.0 | 1,198.5 953.9 |
| 18. | NorthPointe Capital LLC 101 W. Big Beaver Road, Suite 745, Troy 48084 www.northpointecapital.com | Ken Kosiorek (248) 457-1200 | 1,131.2 915.6 | 23.5 | 0.0 0.0 | 1,131.2 915.6 |
| 19. | Bloom Asset Management Inc. 31275 Northwestern Highway, Suite 145, Farmington Hills 48334 www.bloomassetmanagement.com | Cindy Szymanski (855) 932-2200 | 1,029.1 866.6 | 18.7 | 0.0 0.0 | 1,029.1 866.6 |
| 20. | Planning Alternatives Ltd. 36800 Woodward Ave, Suite 200, Bloomfield Hills 48304 www.planningalt.com | Nathan Mersereau (248) 645-1520 | 929.0 479.3 | 93.8 | 0.0 0.0 | 929.0 479.3 |
| 21. | DeRoy & Devereaux Private Investment Counsel Inc. 2000 Town Center, Suite 2850, Southfield 48075 www.deroydevereaux.com | Sarah Schattner (248) 328-3220 x206 | 904.8 676.4 | 33.8 | 4.1 3.1 | 900.8 673.3 |
| 22. | Bloomfield Hills Financial 200 E. Long Lake Road, Suite 170, Bloomfield Hills 48304 www.bloomfieldhillsfinancial.com/ | Annette VanderLinde (248) 593-5323 | 700.0 600.0 | 16.7 | 455.0 210.0 | 245.0 390.0 |
| 23. | Sigma Investment Counselors Inc. 27777 Franklin Road, Suite 1100, Southfield 48034 www.sigmainvestments.com | Nancy Kunkel (248) 223-0122 | 691.7 566.0 | 22.2 | 0.0 NA | 691.7 566.0 |
| 24. | Center for Financial Planning Inc. 40 Oak Hollow St., Suite 125, Southfield 48033 www.centerfinplan.com | Timothy Wyman (248) 948-7900 | 683.0 552.0 | 23.7 | 73.0 63.0 | 610.0 489.0 |
| 25. | LJPR LLC 4555 Investment Drive, Suite 304, Troy 48098 www.ljpr.com | Leon LaBrecque (248) 641-7400 | 659.6 486.8 | 35.5 | 0.0 0.0 | 659.6 486.8 |

This list is a compilation of the largest money managers in Wayne, Oakland, Macomb, Washtenaw and Livingston counties. Assets under management with discretion gives a firm the authority to manage assets and to decide which securities to purchase and sell for the client, and decide which investment advisers to retain. Assets under management non-discretionary requires clients to approve transactions recommended by the money manager before they can occur and may include advisory services, analysis and monitoring of accounts and investments. Information is from Form ADV, which is used to register an investment adviser with the U.S. Securities and Exchange Commission. It is not a complete listing but the most comprehensive available. NA = not available.

① Azimuth attributes its growth to a strategy of adding adviser teams.

LIST RESEARCHED BY SONYA D. HILL