

# CRAIN'S LIST: LARGEST MONEY MANAGERS Ranked by assets under management

	Company Address Website	Client contact	Assets under management with discretion (\$000,000) Jan. 2012/ 2011	Percent change	Number of analysts Jan. 2012	Number of portfolio managers Jan. 2012	Total amount of tax-exemption portfolio Jan. 2012	Advisory activities
1.	<b>Comerica Asset Management Group</b> 255 E. Brown, Birmingham 48009 www.comerica.com	Dennis Johnson (248) 594-4138	<b>\$23,453.9</b> \$25,068.5	-6.4%	11	11	NA	Financial planning; portfolio management for individuals and/or small businesses, investment companies, businesses or institutional clients; selection of other advisers; publication of periodicals or newsletters
2.	<b>Munder Capital Management Inc.</b> 480 Pierce St., Birmingham 48009 www.munder.com	William McNett (216) 920-5280	<b>12,946.0</b> 14,290.0	-9.4	4	33	\$5,655.0	Portfolio management for individuals and/or small businesses, investment companies, and businesses or institutional clients
3.	<b>Plante Moran Financial Advisors LLC</b> 27400 Northwestern Highway, Southfield 48034 pmfa.com	John Lesser (248) 375-7317	<b>3,517.2</b> 3,290.4	6.9	13	21	NA	Financial planning; portfolio management for individuals and/or small businesses, and businesses or institutional clients
4.	<b>Seizert Capital Partners LLC</b> 185 Oakland Ave., Suite 100, Birmingham 48009 www.seizertcapital.com	John Van Gorder (248) 593-1500	<b>3,061.8</b> ① 2,151.9 ①	42.3	NA	NA	NA	Portfolio management for individuals and/or small businesses, investment companies, and businesses or institutional clients
5.	<b>Telemus Capital Partners LLC</b> 2 Towne Square, Suite 800, Southfield 48076 www.telemuscapital.com	Rachelle Zawinsky (248) 827-0126	<b>1,747.5</b> 1,875.3	-6.8	2	4	159.5	Financial planning; portfolio management for individuals and/or small businesses, investment companies, businesses or institutional clients; selection of other advisers
6.	<b>Advance Capital Management Inc.</b> 1 Towne Square, Suite 444, Southfield 48076 www.acfunds.com	Kathy Harkleroad (248) 350-8543	<b>1,361.4</b> 1,232.9	10.4	2	2	0.0	Financial planning; portfolio management for individuals and/or small businesses, investment companies, and businesses or institutional clients
7.	<b>Sigma Planning Corp.</b> 4261 Park Road, Ann Arbor 48103 www.sigmaplanning.com	Josh Griffin (734) 663-1611	<b>1,220.2</b> 1,270.7	-4.0	NA	125	28.0	Financial planning; portfolio management for individuals and/or small businesses, businesses or institutional clients; selection of other advisers; other
8.	<b>Flexible Plan Investments Ltd.</b> 3883 Telegraph Road, Suite 100, Bloomfield Hills 48302-1432 www.flexibleplan.com	Len Durso (248) 642-6640	<b>1,168.3</b> 859.4	35.9	3	3	0.0	Portfolio management for individuals and/or small businesses, investment companies, businesses or institutional clients; publication of periodicals or newsletters; security ratings or pricing services
9.	<b>Ambassador Capital Management LLC</b> 500 Griswold Ave., Suite 2800, Detroit 48226 www.ambassador-capital.com	Tal Gunn (313) 961-3111	<b>1,139.2</b> 840.5	35.5	5	5	1,139.2	Portfolio management for investment companies and businesses or institutional clients
10.	<b>NorthPointe Capital LLC</b> 101 W. Big Beaver Road, Suite 745, Troy 48084 www.northpointecapital.com	Ken Kosiorek (248) 457-1594	<b>1,076.6</b> 1,358.3	-20.7	5	7	839.9	Portfolio management for individuals and/or small businesses, investment companies and businesses or institutional clients
11.	<b>Mainstay Capital Management LLC</b> 100 E. Big Beaver Road, Troy 48083 www.mainstaycapital.com	David Kudla (866) 444-6246	<b>1,047.7</b> 1,022.7	2.4	3	1	977.0	Financial planning; portfolio management for individuals and/or small businesses and businesses or institutional clients; pension consulting services
12.	<b>Portfolio Solutions LLC</b> 900 Wilshire Drive, Suite 200, Troy 48084 www.portfoliosolutions.com	Scott Salaske (248) 689-1550	<b>960.8</b> 880.8	9.1	2	2	0.0	Portfolio management for individuals and/or small businesses and businesses or institutional clients
13.	<b>LS Investment Advisors LLC</b> 39533 Woodward Ave., Suite 302, Bloomfield Hills 48304 www.LSInvestmentAdvisors.com	William Camp (248) 430-0262	<b>929.6</b> 1,065.6	-12.8	40	9	423.2	Portfolio management for individuals and/or small businesses and businesses or institutional clients
14.	<b>Schwartz Investment Counsel Inc.</b> 3707 W. Maple Road, Bloomfield Hills 48301 www.schwartzinvest.com	Mike Richter (248) 644-7309	<b>898.4</b> 729.2	23.2	7	7	44.1	Portfolio management for individuals and/or small businesses, investment companies, and businesses or institutional clients
15.	<b>Freedom One Financial Group LLC</b> 8031 M-15, Clarkston 48348 www.freedomonefinancial.com	Mark Wayne (248) 620-8100	<b>849.5</b> 725.0	17.2	4	4	NA	Portfolio management for individuals and/or small businesses and businesses or institutional clients; pension consulting services; selection of other advisers
16.	<b>Retirement Income Solutions Inc.</b> 455 E. Eisenhower Parkway, Suite 300, Ann Arbor 48108 risadvisory.com	Brock Hastie (734) 769-7727	<b>808.0</b> 714.1	13.2	0	7	0.0	Financial planning; portfolio management for individuals and/or small businesses and businesses or institutional clients; other
17.	<b>Bloom Asset Management Inc.</b> 31275 Northwestern Highway, Suite 145, Farmington Hills 48334 www.bloomassetmanagement.com	Rick Bloom (248) 932-5200	<b>757.8</b> 747.1	1.4	4	7	0.0	Financial planning; portfolio management for individuals and/or small businesses and businesses or institutional clients; pension consulting services
18.	<b>MBT Wealth Management Group</b> 467 Eureka Road, Wyandotte 48192 www.mbandt.com	Tom Steele (734) 454-1346	<b>505.8</b> 516.3	-2.0	2	3	NA	Financial planning; portfolio management for individuals and/or small businesses, investment companies, and businesses or institutional clients; selection of other advisers
19.	<b>DeRoy &amp; Devereaux Private Investment Counsel Inc.</b> 26777 Central Park Blvd., Suite 180, Southfield 48076 www.deroydevereaux.com	John Krakowiak (248) 358-3220	<b>494.0</b> ② 502.0 ③	-1.6	NA	NA	NA	Portfolio management for individuals and/or small businesses and businesses or institutional clients
20.	<b>Sigma Investment Counselors Inc.</b> 27777 Franklin Road, Suite 1100, Southfield 48034 www.sigmainvestments.com	Robert Bilkie (248) 223-0122	<b>486.9</b> ① 479.5 ③	1.5	NA	NA	NA	Financial planning; portfolio management for individuals and/or small businesses and businesses or institutional clients
21.	<b>Planning Alternatives Ltd.</b> 36800 Woodward Ave, Suite 200, Bloomfield Hills 48304 www.planningalt.com	Cindy Oliver (248) 645-1520	<b>450.3</b> 452.0	-0.4	1	5	14.8	Financial planning; portfolio management for individuals and/or small businesses, investment companies, and businesses or institutional clients
22.	<b>LJPR LLC</b> 4555 Investment Drive, Suite 304, Troy 48098 ljpr.com	Anne Whipple (248) 641-7400	<b>407.9</b> ④ NA	NA	NA	NA	NA	Financial planning; portfolio management for individuals and/or small businesses and businesses or institutional clients; pension consulting services
23.	<b>Center for Financial Planning Inc.</b> 40 Oak Hollow St., Suite 125, Southfield 48033 www.centerfinplan.com	Timothy Wyman (248) 948-7900	<b>389.9</b> 300.6	29.7	4	7	3.6	Financial planning; portfolio management for individuals and/or small businesses; selection of other advisers
24.	<b>Jay A. Fishman Ltd.</b> 101 W. Big Beaver Road, Suite 1125, Troy 48084 www.jaf-ltd.com	Jay Fishman (248) 740-9400	<b>386.4</b> ④ NA	NA	NA	NA	NA	Portfolio management for individuals and/or small businesses and businesses or institutional clients
25.	<b>Greystone Financial Group Inc.</b> 1301 W. Long Lake Road, Suite 255, Troy 48098 www.greystonefg.com	Gail Story (248) 267-1270	<b>302.0</b> 285.0	6.0	1	2	0.0	Financial planning; portfolio management for individuals and/or small businesses and businesses or institutional clients

This list is a compilation of the largest money managers in Wayne, Oakland, Macomb, Washtenaw and Livingston counties. Assets under management with discretion exclude master trusts, directed trusts, options, custodial assets and advisory accounts over which no direct investment responsibility exists. Information was provided by the companies or 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. Companies with headquarters elsewhere are listed with the address and top executive of their main Detroit-area office. NA = not available

① Figures from Forms ADV filed August 2011 and April 2012.

② Figures from Forms ADV filed December 2010 and March 2012.

③ Figures from Forms ADV filed July 2011 and June 2012.

④ Figure from Form ADV filed March 2012.

LIST RESEARCHED BY BRIANNA REILLY