

**FOR IMMEDIATE RELEASE**

**INVESTMENT ADVISOR REVEALS 2009 BROKER/DEALERS OF THE YEAR**

*In 19<sup>th</sup> Annual Balloting, Independent Contractor Representatives Choose Prospera, The Investment Center, Sigma, and Woodbury as Tops in Their Class*

**Hoboken, New Jersey, August 28, 2009** – *Investment Advisor* today announced the results of its 19<sup>th</sup> annual readers' poll in which the representatives of independent broker/dealers chose the **2009 Broker/Dealers of the Year**. In a time of economic recession and retrenchment in the financial services universe, when plenty of money and many brokers are in motion, the nearly 4,000 voters in this annual balloting confirmed their choices of affiliation by giving high ratings to their own independent broker/dealers. Conducted each year since 1991 by *Investment Advisor's* editorial staff, credentialed voters are asked to rate their own broker/dealers in 15 different categories; those B/Ds that receive the highest average rating from their reps are named Broker/Dealers of the Year in four divisions based on their number of producing reps. In addition, the leaders of the four winning B/Ds constitute a special broker/dealer advisory board at *Investment Advisor* for the year.

Winning the honors this year in Division III was Sigma Financial, based in Ann Arbor, Michigan. Commenting on Sigma's win in Division III, which includes B/Ds with from 500 to 999 producing reps, *Investment Advisor* Editorial Director Jamie Green noted that Sigma had now won Broker/Dealer of the Year honors nine times in the 19 years that the reader poll has been conducted, was among the first winners in 1991, and has won in multiple divisions as the company grew.

“At a time of such rapid change, when many companies' reputations and business models are being called into question, the consistency exhibited by Sigma's management reflected in these high rep ratings is especially noteworthy,” said Green.

Led by founder, chairman and CEO Jerry Rydell, Sigma scored particularly high ratings among its voting advisors this year for its back office, its technology support of reps, and for its commissions.

The remaining 2009 Broker/Dealers of the year are:

Division IV (more than 1,000 representatives): **Woodbury Financial**. Led by Chairman and CEO Brian Murphy, Woodbury prevailed in the largest division, which it last won in 2006, by scoring particularly high ratings among its advisors for its management and product list.

Division II (200 to 499 reps): **The Investment Center**. Led by President and CEO Ralph DeVito, The Investment Center repeated its winning ways after taking the top spot in this competitive division last year, winning plaudits for its trading, clearing services, and marketing support.

Division I (up to 199 representatives): **Prospera Financial**. Led by President David Stringer, first-time winner Prospera won high marks across the board from its voting reps, but especially for its due diligence and training efforts.

**About Investment Advisor**

With a print circulation of 110,000 and a vibrant Web site at [InvestmentAdvisor.com](http://InvestmentAdvisor.com), *Investment Advisor* is now in its 29th year of serving independent and independent-minded investment advisors and financial planners across the United States. *Investment Advisor*—part of Summit Business Media, LLC, a leading B2B media and information company for the insurance, investment, and professional services markets—offers information and analysis on wealth management, retirement planning, investment strategies, practice management, compliance and regulatory issues, and insurance and tax planning, all designed to help registered investment advisors and independent broker/dealer representatives become more successful. For more information, visit [InvestmentAdvisor.com](http://InvestmentAdvisor.com) and [SummitBusinessMedia.com](http://SummitBusinessMedia.com).

Editorial Director Jamie Green may be contacted at [jgreen@sbmedia.com](mailto:jgreen@sbmedia.com), or 201-526-2344.