



Partnering With You Through Life's Transitions

**FINANCIAL**  
SERVICE GROUP INC.

*Registered Investment Advisory Firm*

## **TO YOUR WEALTH Update**

August 19, 2009

### **Financial Service Group Selected as FIVE STAR: Best in Client Satisfaction Wealth Manager**

Financial Service Group has been selected as a 2009 FIVE STAR: Best in Client Satisfaction Wealth Manager(SM). The firm was also listed in Financial Advisor magazine's 2009 Independent RIA ranking of largest independent advisory firms, with Financial Service Group included among the state's ten biggest firms in terms of total assets.

The FIVE STAR selection is the result of findings from Crescendo Business Services, an independent research firm hired by Milwaukee Magazine to identify the "best in client satisfaction" wealth managers serving the Milwaukee metro area. Crescendo surveyed, by mail and phone 34,000 high-net-worth residents in southeastern Wisconsin. An additional 4,600 surveys were sent to leaders of financial service industry companies.

Survey 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, integrity, knowledge/expertise, communication, and overall satisfaction. The final list of 2009 FIVE STAR Wealth Managers, which includes Financial Service Group, represent those wealth managers that scored highest in client satisfaction and represent less than seven percent of the wealth managers in the Milwaukee metro area.

With trust and satisfaction in the financial service industry at an all time low, we find it especially meaningful that we are considered among the area's best in providing client satisfaction. Financial Service Group's mission is to help our clients experience peace of mind by offering financial planning that aligns their finances with their lives. Our values—compassion, commitment, integrity, excellence and shared responsibility—guide our actions every day.