

MARCH 11, 2019

BARRON'S

SPECIAL REPORT

AMERICA'S TOP 1200 FINANCIAL ADVISORS

VIRGINIA

NO. 3

JOSEPH MONTGOMERY

WELLS FARGO ADVISORS

Joseph Montgomery knows how the Big Money invests. After all, the Wells Fargo advisor has been counseling institutions—including endowments, foundations, multibillion-dollar insurance companies, and local governments—for nearly three decades.

That experience has provided insights that Montgomery says also can benefit the 375 households served by his 13-person, Williamsburg, Va.-based advisory team. Clients, he says, “know we have some background looking at what has been going on historically in the business institutionally, and it carries over into their portfolios.”

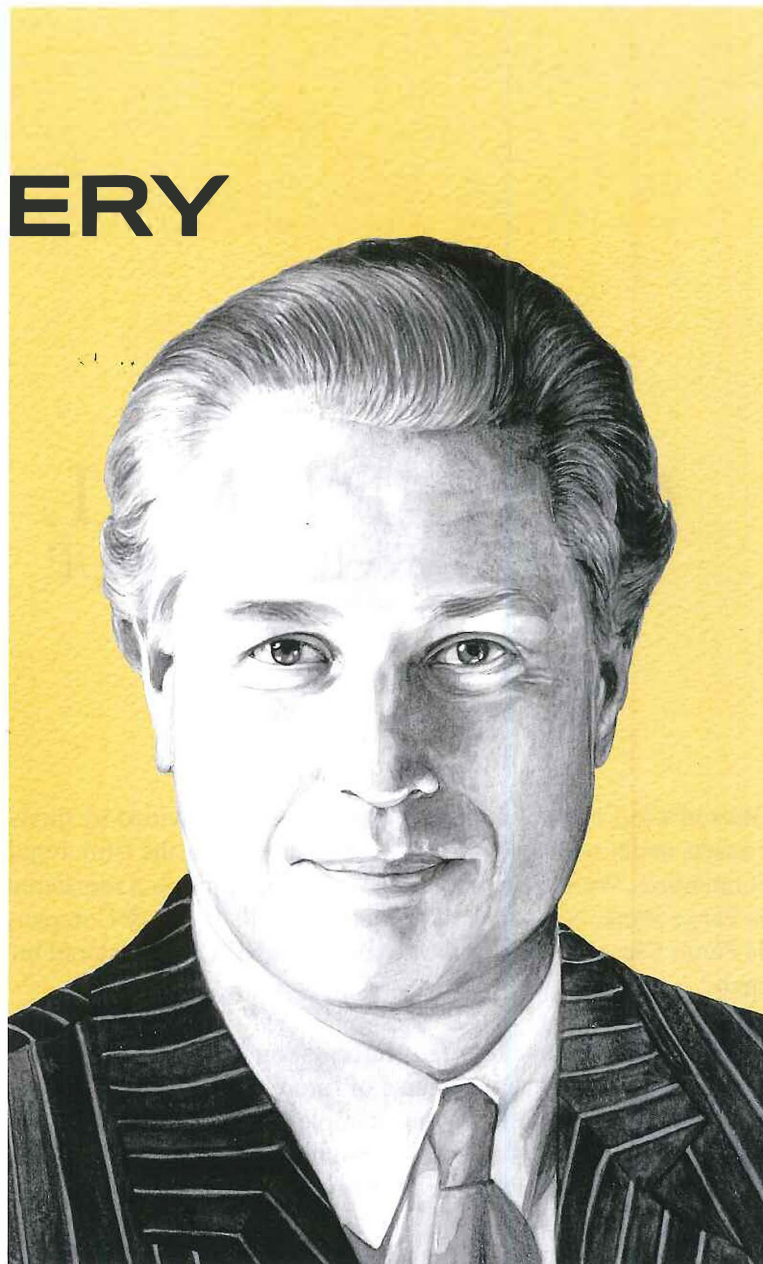
Consider risk management. Because institutions have fiduciary responsibili-

\$12.1B TOTAL ASSETS

\$7M TYPICAL ACCOUNT

\$15M TYPICAL NET WORTH

Illustration by Alexandra Compain-Tissier



(over please)

THE PUBLISHER'S SALE OF THIS REPRINT DOES NOT CONSTITUTE OR IMPLY ANY ENDORSEMENT OR SPONSORSHIP OF ANY PRODUCT, SERVICE, COMPANY OR ORGANIZATION.
Custom Reprints 800.843.0008 www.djreprints.com DO NOT EDIT OR ALTER REPRINT/REPRODUCTIONS NOT PERMITTED 56476

D | DOW JONES

ties and must carefully control risk, they craft written investment policies to keep them on track, particularly when markets go haywire. Montgomery has long tried to get families to think along the same lines. "Most individuals don't have any policy," he says. "They'll come in and say, 'I don't want to lose money,' but they won't have in mind what their risk parameters are."

Years of consulting with institutions have made clear to Montgomery the importance of a broadly diversified, regularly rebalanced portfolio, tailored to each client's risk tolerance and cash-flow needs. The Wells Fargo Investment Institute's Moderate Growth & Income four-asset group portfolio offers what Montgomery considers great asset allocation. The model portfolio recently consisted of 44% global

equities, 28% global fixed income (including emerging-market debt), 8% real assets (commodities and real estate), and 17% alternative investments (hedge funds). Cash and equivalents were 3%.

"What works," Montgomery says, "is allocation, rebalancing. Not very sexy—but very effective" and, so far, more important to clients.

—ROSS SNEL



The
OPTIMAL
SERVICE GROUP
of Wells Fargo Advisors

Joseph W. Montgomery, CFP®, AIF®
Managing Director-Investments
The Optimal Service Group of
Wells Fargo Advisors
428 McLaws Circle, Suite 100
Williamsburg, VA 23185
(757) 220-1782 Direct
(888) 465-8422 Toll-free
www.optimalservicegroup.com

The Barron's top 1200 rankings are based on data provided by thousands of advisors. Factors included in the rankings were assets under management, revenue produced for the firm, regulatory record, length of service, quality of practice and client retention. Wells Fargo Investment Institute, Inc. is a registered investment adviser and wholly-owned subsidiary of Wells Fargo Bank, N.A., a bank affiliate of Wells Fargo & Company. Wells Fargo Advisors is a trade name used by Wells Fargo Clearing Services, LLC, Member SIPC, a registered broker-dealer and non-bank affiliate of Wells Fargo & Company.

For illustrative purposes only. This information does not constitute a recommendation to invest in any particular asset class or strategy and is not a promise of future performance. The solutions discussed may not be suitable for your personal situation, even if it is similar to the example presented. Investors should make their own decisions based on their specific investment objectives and financial circumstances. Asset allocation and diversification cannot eliminate the risk of fluctuating prices and uncertain returns nor can they guarantee profit or protect against loss in declining markets.

"Hypothetical 4AG portfolio is represented by a number of indices that combine to display the broader asset classes described above. Each asset class has inherent risk which should be evaluated by each investor. It is not possible to invest directly in an index."

Investment and insurance products:

NOT FDIC-Insured

NO Bank Guarantee

MAY Lose Value