



Advisor Perspectives Announces First Venerated Voices™ Awards Ranks Economic and Market Commentaries Most Read by Financial Advisors

January 25, 2011

Advisor Perspectives, a leading publisher serving financial advisors and the financial advisory community, today announced its first Venerated Voices™ awards, recognizing the market commentators who were most frequently read by advisors during 2010. Awards were issued in three categories: The Top 25 Venerated Voices™ by Firm, The Top 25 Venerated Voices™ by Author and The Top 10 Venerated Voices™ by Commentary.

Leading the Top 25 Venerated Voices™ by Firm category was the Boston-based global asset manager Grantham, Mayo, Van Otterloo (GMO). In second place was the Boston-based asset manager Loomis Sayles, followed by Texas-based bond manager Hoisington Investment Management.

Among individual commentators, the most-widely read was GMO's co-founder and chief investment strategist Jeremy Grantham, followed by Bill Gross, co-CIO and a founder of the global bond manager PIMCO. In third place were Van R. Hoisington and Lacy H. Hunt of Hoisington Investments.

The most-widely read commentary last year was ['Good Enough' with Ken Fisher, Marty Whitman and Warren Buffett](#), by Kendall Anderson of the South Carolina-based Anderson Griggs. It was published on November 30 and looked at the stock-picking methodologies of Fisher, Whitman and Buffett. Next was [Multisector Strategies in a Rising Rate Environment](#), by a group of four asset managers at Loomis Sayles. It was published on March 30, and analyzed how fixed-income portfolios should be constructed in advance of a possible rise in interest rates. In third place was [Shiller P/E Ratios, Deflation, and FOMC Notes](#), by David Rosenberg of Gluskin Sheff. It was published on May 20, and provided an analysis of the economy's prospects approaching the midpoint of 2010.

Advisor Perspectives' [website](#) currently attracts between 40,000 and 50,000 unique visitors per month, virtually all of them financial advisors serving high- and ultra-high net worth individuals. The company publishes economic and market commentaries that were submitted by fund companies, advisors and independent research firms. Last year, over 1,600 such commentaries, which were the basis for these awards, were published and made available through a daily newsletter, *Research Perspectives*, which the company emails to its subscribers.

Venerated Voices™ rankings were determined based on the number of unique readers of each commentary, using data provided electronically by the third-party web analytics service WebTrends. The data were normalized to reflect the fact that usage of Advisor Perspectives' [website](#) grew steadily over the course of the year. For the firm and author awards, a minimum of four commentaries must have been submitted during the year. Each



firm and author was assigned a relative score, with a score of 100 equal to average readership.

Commenting on the **Venerated Voices™ Awards**, Advisor Perspectives CEO Robert Huebscher said, “For the first time, we now know objectively which commentators financial advisors listen to the most. “

Advisor Perspectives was founded in 2007 and is based in Lexington, Mass. In addition to *Research Perspectives*, it publishes a widely read weekly newsletter, *Advisor Perspectives*, which contains original articles on the markets, the economy and practice management.

In the future, Advisor Perspectives will provide quarterly updates to its rankings, as well as issuing annual Venerated Voices™ awards.

The Top 25 Venerated Voices™ by Firm

Firm	Score
GMO	380
Loomis Sayles	345
Hoisington Investment Management	288
O'Shaughnessy Asset Management	279
Hussman Funds	252
PIMCO	235
Anderson Griggs	213
Thornburg Investment Management	201
Oaktree Capital	191
Absolute Return Partners	180
Boeckh Investment Letter	179
Research Affiliates	178
GaveKal	158
Litman Gregory	154
New Arc Investments	141
Gluskin Sheff	132
Doug Short	130
Pioneer Investment Management	128
Emerald Asset Advisors	126
Millennium Wave Advisors	121
Heron Financial Group	114
Sentinel Asset Management	108
Osterweis Capital Management	108
The Golub Group	103
Predictably Irrational	102



The Top 25 Venerated Voices™ by Author

Advisor	Firm	Score
Jeremy Grantham	GMO	367
Bill Gross	PIMCO	348
Van R. Hoisington and Lacy H. Hunt	Hoisington Investment Management	288
John P. Hussman	Hussman Funds	251
Kendall J. Anderson	Anderson Griggs	213
Niels C. Jensen	Absolute Return Partners	210
Mohammed El-Erian	PIMCO	209
Howard Marks	Oaktree Capital	191
Rob Arnott	Research Affiliates	185
Paul McCulley	PIMCO	165
Rob Isbitts	Emerald Asset Advisors	150
Tony and Rob Boeckh	Boeckh Investment Letter	143
Jeff Miller	New Arc Investments	141
David A. Rosenberg	Gluskin Sheff	132
Christian Thwaites	Sentinel Asset Management	131
Doug Short	Doug Short	127
John Mauldin	Millennium Wave Advisors	121
David Edwards	Heron Financial Group	114
Michael Golub	The Golub Group	103
Paul Kasriel	Northern Trust	102
Dan Ariely	Predictably Irrational	102
Liz Ann Sonders, Brad Sorenson, and Michelle Gibley	Charles Schwab	94
Mark Oelschlager	Oak Associates	93
Nouriel Roubini	Roubini Global Economics	91
Neeraj Chaudhary	Euro Pacific Capital	87



The Top 10 Venerated Voices™ by Commentary

Firm	Author(s)	Commentary
Anderson Griggs	Kendall J. Anderson	'Good Enough' with Ken Fisher, Marty Whitman and Warren Buffett
Loomis Sayles	Dan Fuss, Kathleen Gaffney, Matt Eagan and Elaine Stokes	Multisector Strategies in a Rising Rate Environment
Gluskin Sheff	David A. Rosenberg	Shiller P/E Ratios, Deflation, and FOMC Notes
Predictably Irrational	Dan Ariely	The Seven Habits of Highly Ineffective People
VoxEU	Carmen M. Reinhart	Eight Hundred Years of Financial Folly
Loomis Sayles	David W. Rolley	The Global Bond Market: Opportunity or Opportunity Cost
The Big Picture	Barry Ritholtz	Ten Things You Don't Know (Or Were Misinformed) About the Goldman Sachs Case
Hussman Funds	John P. Hussman	Implications of a Likely Economic Downturn
O'Shaughnessy Asset Management	Patrick O'Shaughnessy	The Same Old Bear: A Study of Bear Markets and Stock Returns Since 1926
Anderson Griggs	Kendall J. Anderson	Ten Ways to Improve The Returns on Your Portfolios

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