



Venerated Voices™

Ranks Economic and Market Commentaries Most Read by Financial Advisors

Update for the Third Quarter of 2011

Advisor Perspectives, a leading publisher serving financial advisors and the financial advisory community, has published a quarterly update to the 2011 Venerated Voices awards. Final results will be tallied at the end of the year. Rankings 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 Hoisington Investment Management of Austin Texas, whose Van R. Hoisington and Lacy Hunt wrote the most widely read commentary of the quarter. Second place in the Firm category went to Richard Bernstein Advisors, followed by Pring Turner Capital Group.

Van R. Hoisington and Lacy Hunt were also the most popular authors for the third quarter. Following them in second and third place were Richard Bernstein and Bill Gross.

The most-widely read commentary last quarter was [‘Preparing for a Credit Crisis’ by John Mauldin of Millennium Wave Advisors](#). It was published on September 10, and examined various geopolitical and climatological dangers to credit markets. Next was the influential article, [‘Three Competing Theories’ by Van R. Hoisington and Lacy Hunt](#). It was published on July 13, and compared Keynesian, Friedmanite, and Fisherian theories of economic contraction. In third place, also written by John Mauldin, was [‘The Recession of 2011?’](#) It was published on August 20, and laid out Mauldin’s bleak economic forecasts.

Advisor Perspectives’ [website](#) currently attracts between 160,000 and 170,000 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 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 quarter. While for the annual awards for the firm and author, a minimum of four commentaries must have been submitted during the year, any participant is eligible to receive mention in the quarterly update. Each firm and author was assigned a relative score, with a score of 100 equal to average readership.



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.

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

The Top 25 Venerated Voices™ by Firm

Firm	Score
Hoisington Investment Management	605
Richard Bernstein Advisors	441
Pring Turner Capital Group	410
GMO	359
Millennium Wave Advisors	347
Oaktree Capital	286
Hussman Funds	284
Butler Philbrick & Associates	245
First Pacific Advisors	235
Anderson Griggs	195
Litman Gregory	195
Tweedy, Browne Company	178
Research Affiliates	176
PIMCO	171
Symmetry Capital Management	168
Bespoke Investment Group	165
Carson Wealth Management Group	157
F.A.S.T. Graphs	152
Absolute Return Partners	149
Neuberger Berman	140
Predictably Irrational	134
Gluskin Sheff	128
BlackRock Investment Management	126
Excelsia Investment Advisors	121
Sitka Pacific Capital Management	114



The Top 25 Venerated Voices™ by Author

Advisor	Firm	Score
Van R. Hoisington and Lacy H. Hunt	Hoisington Investment Management	605
Richard Bernstein	Richard Bernstein Advisors	441
Bill Gross	PIMCO	425
Martin J. Pring	Pring Turner Capital Group	410
Steven Romick	First Pacific Advisors	390
Jeremy Grantham	GMO	359
John Mauldin	Millennium Wave Advisors	347
Bill Benz	PIMCO	347
Howard Marks	Oaktree Capital	286
John P. Hussman	Hussman Funds	284
Ryan Larson	Research Affiliates	207
Mohamed A. El-Erian	PIMCO	202
Gregory Tsujimoto	John Burns Real Estate	200
Kendall J. Anderson	Anderson Griggs	195
Rob Arnott	Research Affiliates	191
Neel Kashkari	PIMCO	184
Art Patten	Symmetry Capital Management	168
Thomas Fahey & David W. Rolley	Loomis Sayles	166
Saumil H. Parikh	PIMCO	163
Liz Ann Sonders & Michelle Gibley	Charles Schwab	158
Bob Rodriguez	First Pacific Advisors	157
Rob Isbitts	Carson Wealth Management Group	157
Daniel Paduano, David Wilson and Sherrell Aston	Neuberger Berman	151
Niels C. Jensen	Absolute Return Partners	149
Mark W. Riepe, Liz Ann Sonders, Kathy A. Jones, Rande Spiegelman & Brad Sorensen	Charles Schwab	140



The Top 10 Venerated Voices™ by Commentary

Firm	Author(s)	Commentary
Millennium Wave Advisors	John Mauldin	Preparing for a Credit Crisis
Hoisington Investment Management	Van R. Hoisington and Lacy H. Hunt	Three Competing Theories
Millennium Wave Advisors	John Mauldin	The Recession of 2011?
Richard Bernstein Advisors	Richard Bernstein	Everyone Forgot the Basic Laws of Economic
PIMCO	Bill Gross	Helicopter Ben risks destroying credit creation
Anderson Griggs	Kendall J. Anderson	Oh what fun the Behavioral Economist Will Have
BlackRock Investment Management	Bob Doll	A Look at Our 10 Predictions for 2011
GMO	Jeremy Grantham	Danger: Children at Play
Anderson Griggs	Kendall J. Anderson	The Common Stock Commandments of Claude N. Rosenberg, Jr.
PIMCO	Bill Gross	Kings of the Wild Frontier

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