

## There's Strength In Our Numbers.

### #1 and #2

Advisors in Southwest Florida,  
as ranked by *Barron's* for 2011

### \$2 Billion

Client Assets as of 12/31/2010

### 30 Years

Number of Years Serving  
the Naples Community

### 20 Years

Number of Years of Verified  
Portfolio Performance

### Top Ten Money Managers,

as ranked by Nelson's  
*World's Best Money Managers*  
as of 12/31/2010

### 10-Year

Conservative Growth  
Equity Performance,  
Millennium Performance,  
U.S. Large-Cap Growth  
Equity Asset Class

### 5-Year

Natural Resources  
Equity Performance,  
Dedicated Sector/Industry  
Equity Asset Class

### 3-Year

Strategic Equity  
Blend Performance,  
U.S. Large-Cap Growth & Value  
Equity Asset Class

### 15

Number of our staff specifically  
dedicated to serving our  
existing clients



## Moran Edwards ASSET MANAGEMENT GROUP of Wells Fargo Advisors

Moran Edwards Asset Management Group consists of two **dynamic** financial advisors and more than 15 **dedicated** staff members. It has been one of Wells Fargo Advisors' top-producing teams for several years, directly serving affluent families and foundations with investable assets of \$5 million to \$500 million.

Investment portfolios managed by Tom Moran and Bob Edwards, Managing Directors-Investments, have received **national recognition** for peer group performance in Nelson's *World's Best Money Managers as of 12/31/2010*, including the #1 ranking on 3 separate occasions - Conservative Growth Portfolio in 2003 and 2005, and Strategic Equity Blend Portfolio in 2004.

In 2010, Tom was named to *Barron's* magazine's "**America's Top 100 Financial Advisors**" list, and he was selected as the Number 1 advisor in Southwest Florida.

*Barron's* Top 1,000 Advisors named Bob one of Florida's top 10 financial advisors for 2011, and he was named to *Registered Rep's* "**America's Top 100 Financial Advisors**" list for 2009.

Founded in March 1990, the group has focused on quantitative analysis and fundamental research in building diversified portfolios. The team manages portfolios exceeding \$2 billion in assets for families in all 50 states. Verified **performance** and superb client **service** are hallmarks of the group's reputation, and fees are generally less than 1 percent.



**MORAN • EDWARDS**  
ASSET MANAGEMENT GROUP  
OF WELLS FARGO ADVISORS

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**Barron's Top 1000 Advisors (2011):** Ranking based on data provided by over 4,000 of the nation's most productive advisors. Factors considered: Assets under management, revenues, regulatory record, quality of practice and philanthropic work. Portfolio performance not explicit component.

**Barron's Top 100 Advisors.** Rankings are based on assets under management, quality of the advisors' practices and revenue the advisors generate for their firms. Investment performance is not an explicit criterion because many advisors do not have audited results.

**Registered Rep:** The list of advisors was compiled by Discovery Database, an online database of financial service intermediaries, which weighed factors of FINRA registered representatives such as total assets under management and years in the industry, then validated by direct surveys.

**Nelson's World's Best Money Managers** Performance is calculated "net" of all fees and brokerage commissions, inclusive of cash and in U.S. dollars. Results calculated on a minimum asset base of at least \$10 million for "traditional" U.S. asset classes (equity, fixed income, balanced accounts) and \$1 million for all international and for "alternative" U.S. asset classes. Only categories/time period combinations for which there are at least 21 contenders are published.

Investment and Insurance Products: ►NOT FDIC Insured ►NO Bank Guarantee ►MAY Lose Value

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