

## — 2023 FIVE STAR WEALTH MANAGER AWARD WINNER —



Left to right: 2012 – 2018 and 2023 winner George Foster, First Vice President – Investment, Financial Advisor; 2013 – 2018 and 2021 – 2023 winner Philip Hill, First Vice President – Investment, Financial Advisor; 2012 – 2023 winner David Lu, CFP®, Managing Director – Investment, Sr. Portfolio Manager; Elizabeth Sanchez, Financial Advisor



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## LHF Wealth Management Group of Wells Fargo Advisors

### Committed to a Personalized and Proactive Approach, Dedicated to Your Success

- Comprehensive wealth and investment management
- Customized portfolios and investment plans for each client to fit their specific needs
- Multigenerational wealth planning

The LHF Wealth Management Group of Wells Fargo Advisors holds over 120 years of combined experience in all aspects of financial services. Our practice centers around helping our clients achieve their long-term investment goals through customized strategic and ethical planning solutions, well-diversified investing and risk management. We strive to build long-lasting relationships through our commitment to excellent service and personalized guidance.

Certified Financial Planner Board of Standards Inc. owns the certification marks CFP®, CERTIFIED FINANCIAL PLANNER™, and the CFP® mark (with plaque design) in the U.S.

#### Investment and Insurance Products:

NOT FDIC-Insured	NO Bank Guarantee	MAY Lose Value
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FIVE STAR WEALTH MANAGER AWARD WINNER

  
**FIVE STAR**  
PROFESSIONAL



Award winner seen in  
**San Diego**  
MAGAZINE

This award was issued on 12/01/2022 by Five Star Professional (FSP) for the time period 03/21/2022 through 09/16/2022. Fee paid for use of marketing materials. Self-completed questionnaire was used for rating. This rating is not related to the quality of the investment advice and based solely on the disclosed criteria. 2,125 San Diego-area wealth managers were considered for the award; 211 (10% of candidates) were named 2023 Five Star Wealth Managers. The following prior year statistics use this format: YEAR: # Considered, # Winners, % of candidates, Issued Date, Research Period. 2022: 2,084, 223, 11%, 12/01/21, 04/12/21 – 10/15/21; 2021: 2,218, 231, 10%, 12/01/20, 03/30/20 – 10/16/20; 2020: 2,018, 219, 11%, 12/01/19, 03/01/19 – 10/18/19; 2019: 1,885, 224, 12%, 12/01/18, 03/23/18 – 10/15/18; 2018: 1,498, 228, 15%, 12/01/17, 03/22/17 – 10/17/17; 2017: 1,349, 349, 26%, 11/01/16, 02/25/16 – 10/14/16; 2016: 1,337, 349, 26%, 11/01/15, 06/02/15 – 10/23/15; 2015: 1,639, 350, 21%, 12/01/14, 06/02/14 – 10/23/14; 2014: 1,838, 368, 20%, 12/01/13, 06/02/13 – 10/23/13; 2013: 1,675, 417, 25%, 12/01/12, 06/02/12 – 10/23/12; 2012: 1,014, 284, 28%, 11/01/11, 06/02/11 – 10/23/11.

Wealth managers do not pay a fee to be considered or placed on the final list of Five Star Wealth Managers. The award is based on 10 objective criteria. Eligibility criteria – required: 1. Credentialed as a registered investment adviser (RIA) or a registered investment adviser representative; 2. Actively licensed as a RIA or as a principal of a registered investment adviser firm for a minimum of 5 years; 3. Favorable regulatory and complaint history review (As defined by FSP the wealth manager has not; A. Been subject to a regulatory action that resulted in a license being suspended or revoked, or payment of a fine; B. Had more than a total of three settled or pending complaints filed against them and/or a total of five settled, pending, dismissed or denied complaints with any regulatory authority or FSP's consumer complaint process. Unfavorable feedback may have been discovered through a check of complaints registered with a regulatory authority or complaints registered through FSP's consumer complaint process; feedback may not be representative of any one client's experience; C. Individually contributed to a financial settlement of a customer complaint; D. Filed for personal bankruptcy within the past 11 years; E. Been terminated from a financial services firm within the past 11 years; F. Been convicted of a felony); 4. Fulfilled their firm review based on internal standards; 5. Accepting new clients. Evaluation criteria – considered: 6. One-year client retention rate; 7. Five-year client retention rate; 8. Non-institutional discretionary and/or non-discretionary client assets administered; 9. Number of client households served; 10. Education and professional designations. FSP does not evaluate quality of services provided to clients. The award is not indicative of the wealth manager's future performance. Wealth managers may or may not use discretion in their practice and therefore may not manage their clients' assets. The inclusion of a wealth manager on the Five Star Wealth Manager list should not be construed as an endorsement of the wealth manager by FSP or this publication. Working with a Five Star Wealth Manager or any wealth manager is no guarantee as to future investment success, nor is there any guarantee that the selected wealth managers will be awarded this accomplishment by FSP in the future. Visit [www.fivestarprofessional.com](http://www.fivestarprofessional.com).

# 2023 SAN DIEGO FIVE STAR AWARD WINNERS



These days, it takes a village to manage your financial world. Whether it is managing your assets with a wealth manager, navigating the ever-changing tax landscape, sorting out your estate and succession planning or picking the right life insurance, finding the right team can be a daunting task. In fact, many consumers have a

hard time figuring out where to even begin.

Sometimes, a few simple questions can put you off on the right path. Asking a professional what makes working with them a unique experience can help you understand how they work and if their style meshes with your own.

This is a great place to start! Five Star Professional uses its own proprietary research methodology to name outstanding professionals, then works with publications such as *San Diego Magazine* to spread the word about award winners. Each award candidate undergoes a thorough research process (detailed here) before being considered for the final list of award winners. For the complete list of winners, go to [www.fivestarpromotional.com](http://www.fivestarpromotional.com).

## RESEARCH DISCLOSURES

In order to consider a broad population of high-quality wealth managers, award candidates are identified by one of three sources: firm nomination, peer nomination or prequalification based on industry standing. Self-nominations are not accepted. San Diego-area award candidates were identified using internal and external research data. Candidates do not pay a fee to be considered or placed on the final lists of Five Star Wealth Managers.

- The Five Star award is not indicative of a professional's future performance.
- Wealth managers may or may not use discretion in their practice and therefore may not manage their clients' assets.
- The inclusion of a professional on the Five Star Wealth Manager list should not be construed as an endorsement of the professional by Five Star Professional or *San Diego Magazine*.
- Working with a Five Star Wealth Manager or any professional is no guarantee as to future investment success, nor is there any guarantee that the selected professionals will be awarded this accomplishment by Five Star Professional in the future.
- Five Star Professional is not an advisory firm and the content of this article should not be considered financial advice. For more information on the Five Star Wealth Manager award program, research and selection criteria, go to [fivestarpromotional.com/research](http://fivestarpromotional.com/research).
- 2,125 award candidates in the San Diego area were considered for the Five Star Wealth Manager award. 211 (approximately 10% of the award candidates) were named 2023 Five Star Wealth Managers.

## FIVE STAR WEALTH MANAGER DETERMINATION OF AWARD WINNERS CRITERIA

Award candidates who satisfied 10 objective eligibility and evaluation criteria were named 2023 Five Star Wealth Managers. **Eligibility Criteria – Required:** 1. Credentialed as a registered investment adviser or a registered investment adviser representative. 2. Actively employed as a credentialed professional in the financial services industry for a minimum of five years. 3. Favorable regulatory and complaint history review. 4. Fulfilled their firm review based on internal firm standards. 5. Accepting new clients. **Evaluation Criteria – Considered:** 6. One-year client retention rate. 7. Five-year client retention rate. 8. Non-institutional discretionary and/or non-discretionary client assets administered. 9. Number of client households served. 10. Education and professional designations.

**Regulatory Review:** As defined by Five Star Professional, the wealth manager has not: been subject to a regulatory action that resulted in a license being suspended or revoked, or payment of a fine; individually contributed to a financial settlement of a customer complaint; been convicted of a felony. Within the past 11 years the wealth manager has not: been terminated from a wealth management or financial services firm; filed for personal bankruptcy; had more than a total of three settled or pending complaints filed against them (and no more than five total pending, dismissed or denied) with any regulatory authority.

Five Star Professional conducts a regulatory review of each nominated wealth manager using the Investment Adviser Public Disclosure (IAPD) website. Five Star Professional also uses multiple supporting processes to help ensure that a favorable regulatory and complaint history exists. Data submitted through these processes was applied per the above criteria; each wealth manager who passes the Five Star Professional regulatory review must attest that they meet the definition of favorable regulatory history based upon the criteria listed above. Five Star Professional promotes via local advertising the opportunity for consumers to confidentially submit complaints regarding a wealth manager.

## FIVE STAR PROFESSIONAL PROPRIETARY RESEARCH PROCESS

### NOMINATION OF CANDIDATES

Three sources of nominations:

- Firm nominations
- Peer nominations
- Prequalification based on industry credentials

### REGULATORY CONSUMER COMPLAINT REVIEW

All candidates must demonstrate a favorable regulatory history.

### CANDIDATE SUBMISSION OF PRACTICE INFORMATION

Candidates must complete either an online or over-the-phone interview.

### EVALUATION OF CANDIDATE PRACTICE

Candidates are evaluated on 10 objective evaluation and eligibility criteria.

### FIRM REVIEW OF AWARD CANDIDATE LIST

All candidates are reviewed by a representative of their firm before final selection.

### 2023 AWARD WINNERS ANNOUNCED

Finalization and announcement of Five Star Professional award winners.