



FOR IMMEDIATE RELEASE:

Contact: E. Jeffrey Roof
President
Roof Advisory Group, Inc.
717-260-9281

**Roof Advisory Group, Inc. Ranked Nationally
by *Investment Advisor/AdvisorOne***

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Roof Advisory Group, Inc. has again been ranked in the *Investment Advisor/AdvisorOne* (formerly *Wealth Manager*) survey of the nation's Top Wealth Managers. This is the sixth consecutive year that the firm has received this recognition.

Firms in the Top Wealth Managers survey represent the largest and most established Registered Investment Advisors (RIAs) in America. According to the magazine's survey partners, Philip Palaveev and Jonathan McQuade of the The Ensemble Practice, the top firms ranked in the survey are distancing themselves from others by combining, "a well thought-out, competitive strategy with careful internal cultivation of culture and people."

The 2012 annual Top Wealth Managers Survey received data from 280 of the nation's largest independent wealth management firms. Firms in the listing were ranked by both total assets under management (AUM) and their average assets under management per client.

Roof Advisory Group currently manages more than \$260,000,000 in total assets for its predominantly East Coast client base. Based on survey data, the firm's average assets under management per client exceeded \$1,610,000, placing it in the top 50% of the select national grouping and seventh among the RIA firms surveyed in Pennsylvania.

Roof Advisory Group's president and founder, E. Jeffrey Roof says "These national rankings are useful benchmarks but, more importantly, they clearly illustrate the ongoing commitment we have to providing top-tier investment management and service for our valued clientele, especially during these challenging economic times. By maintaining our high average asset size per client, as well as our very high professional staff to client ratio, we are able to sustain the firm's client-centered focus as we continue to grow. In reality, our clients' satisfaction is the ultimate measure of our firm's success."

Roof Advisory Group was also a top-ranked investment advisory firm for 2012 according to *Financial Advisor* magazine's national ranking of Registered Investment Advisers (RIA) by assets and growth. Of the 513 firms included in that survey, Roof Advisory Group ranked in the top 35% of firms for average assets under management per client and the top 15% for percent growth in assets under management from year end 2010 to 2011. It ranked fourth in percent growth in assets under management among the thirty RIA firms from Pennsylvania.

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Roof Advisory Group, Inc. is an independent, Registered Investment Adviser with the United States Securities & Exchange Commission. The sole mission of the firm is delivering the highest quality investment management and financial advice on a fee-only basis. The firm was founded in January 1998 and will soon be celebrating its 15th straight year of record growth.

EDITORS NOTE: Jeffrey Roof has again been invited to participate as a panelist at the InvestmentNews/Moss Adams Financial Performance Study meeting during a New York Workshop on Tuesday, October 9th. More details following Roof's participation in this national presentation.