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FROM THE FINANCIAL PAST P.54

DECEMBER 2010

Research

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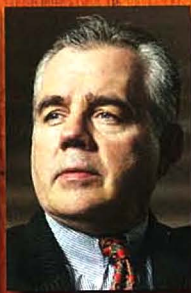
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2010 Advisor HALL *of* FAME

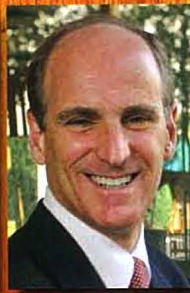
20 Years of Recognizing Excellence in our Profession



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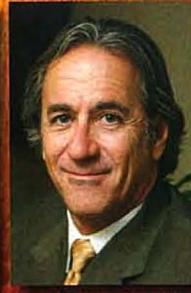
STEPHEN W. JOHNSON
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FINANCIAL SERVICES



MITCHELL KAUFFMAN
RAYMOND JAMES
FINANCIAL SERVICES

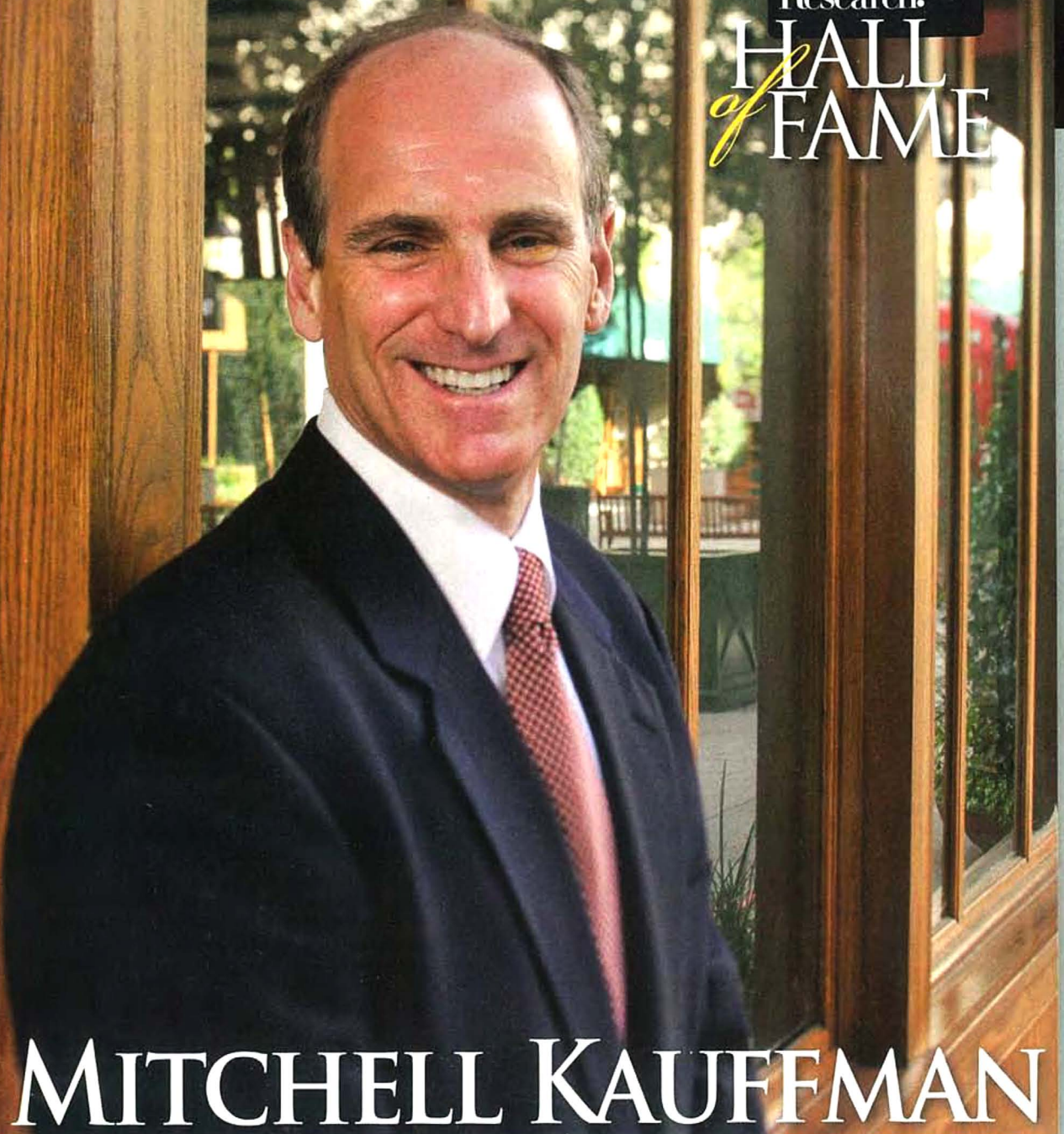


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Inductees into the Advisor Hall of Fame have passed a rigorous screening, served a minimum of 15 years in the industry, acquired substantial assets under management, demonstrate superior client service, and have earned recognition from their peers and the broader community.



MITCHELL KAUFFMAN

*Managing Director
Kauffman Wealth Services
Raymond James Financial Services*

Career Began: 1982

*Home Base: Pasadena and
Santa Barbara, Calif.*

*Civic Affiliations: Santa Barbara
Community College Foundation,
Social Venture Partners, Hearts
Therapeutic Equestrian Center,
Anti-Defamation League*

MITCHELL KAUFFMAN IS A BIG THINKER FOR WHOM details matter. He sets the highest of standards, above all for himself. And his client-first service model rivals the best.

Kauffman, 57, talks often of integrity, objectivity and transparency. Like his role model, the legendary Peter Drucker, Kauffman looks at the core of a client. "Is this someone I can connect with? Can I see the world through their eyes? Are we compatible? I dig pretty deep," he says. "My practice is extraordinarily personalized."

With \$115 million in assets under management, Kauffman advises 75 households as the managing director of Southern California-based Kauffman Wealth Services, which is associated with Raymond James Financial Services. Clients include high-level executives, business owners,

physicians and attorneys as well as several foundations and non-profits.

"My practice is really eclectic, to the chagrin of every coach I've ever talked to. They all talk about how you need to specialize," says Kauffman, a certified financial planner. "In my practice we talk about being more people-focused than vocation-focused. A qualified client is really the person — it's not what they do."

Kauffman is known for practicing a comprehensive planning process that balances growth and/or income with institutional-level wealth preservation techniques. He also works closely with clients on what they want their lives to look like.

for example. Clients can choose to work with his firm on an hourly or percentage-of-assets fee basis, taking any conflict of interest right off the table. He also provides what he calls a "service sanctuary." As Kauffman frames it: "It's a place where clients can feel we've got the ball and we're not dropping it. And these are standards I impose on my staff. If a client's calling us with a question, we are already behind. We should have been pro-active."

The resilience Kauffman learned early on also influences the economic perspective he shares with clients — not only in monthly client conferences but in a weekly newsletter and in e-mail market updates.

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to be in a business where I
can give back, make people's
lives better, and the footnote:
make a good living.
I feel so fortunate."**

Kauffman's approach to his practice and to his own life was shaped as a child. His father abandoned him and his mother when he was three, an experience that has made him especially sensitive to the plight of struggling single women. Many of his clients are women.

Kauffman floundered in high school, barely graduating. He was pumping gas and bagging groceries when a friend's family who believed in his potential convinced him to enroll at a junior college. He went on to get two master's degrees. (Kauffman's vanity plate reads: 10 HUS, for "tenacious.") At Claremont University where Kauffman got his MBA, he studied under Drucker. It was Drucker who instilled in Kauffman a keen sense of business ethics.

After working in brand management for a consumer packaging company, Kauffman became a financial advisor first for Equitec Financial Group and later for American Pacific Securities. He founded his current firm in 1988.

From the start, Kauffman has operated according to several core business values. Objectivity and transparency,

much money will support their financial freedom, he has clients figure out what they need to do to bridge the gap if there is one.

"If our process says you need a 15 percent rate of return, that's disappointing, but it's incredibly illuminating. That says we have to go back to the drawing board. It's very empowering because the client then sees the trade-offs: They've got to save more, retire later, lower their standard of living at retirement. Whatever those trade-offs are, it initiates a process whereby the client owns that goal," says Kauffman.

From D student to Dean's List, Kauffman's is a turnaround story. He is accustomed to battling the odds and it's something he does daily for his clients.

"I'm probably working harder than I have most of my career. But I'm feeling a lot of fulfillment. I'm so privileged to be in a business where I can give back, make people's lives better, and the footnote: make a good living. I feel so fortunate." **B**

"The economic future is full of promise. I believe we are in better shape than the news would have us believe," says Kauffman, a solo practitioner supported by another financial advisor and an operations manager. "Confidence, the cornerstone of our world, has been shattered and it will take time to heal. But we will come back better and sooner than many believe."

Kauffman, a true educator, gets clients hugely involved in the planning process. After establishing how