

April 19, 2023

## Bob Scherer Named to Barron's 2023 "Top 100 Financial Advisors"

**Washington D.C.** - Graystone Consulting, a business of Morgan Stanley, announced today that Bob Scherer, a Managing Director and Institutional Consulting Director based in Potomac, Maryland, has been named to Barron's annual list of America's Top 100 Financial Advisors.

The "Barron's Top 100 Financial Advisors" is a select group of individuals who are screened on a number of criteria. Among factors the survey takes into consideration are assets under administration, revenue produced for the Firm and quality of service provided to clients. Investment performance is not an explicit criterion.

"As a firm, we take pride in the integrity and professionalism of our Institutional Consulting Directors and we congratulate Bob Scherer on being named to this prestigious list," commented Brandon Wiggins, Manager of Morgan Stanley Wealth Management's Potomac office. "The listing recognizes an elite group of financial professionals who are dedicated to providing clients with exceptional services."

Graystone Consulting, a business of Morgan Stanley Smith Barney LLC, provides a complete range of investment consulting services to institutional clients, which include corporations, endowments and foundations, health care organizations, insurance entities, state and local governments, Taft-Hartley funds and family offices. Tailored investment advice is delivered by Institutional Consulting Directors, experienced investment professionals who are backed by a dedicated consulting team and the broad resources of Morgan Stanley. For further information, please visit [www.morganstanley.com/graystoneconsulting](http://www.morganstanley.com/graystoneconsulting).

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*Source: Barron's.com. Barron's Top 100 Financial Advisors awarded in 2023 and published in April 2023. Data compiled by Barron's from Dec 2021 - Dec 2022. Opinions are Barron's, who evaluated Advisors on both quantitative and qualitative factors including client retention, industry experience, review of compliance records, firm nominations, assets under management and revenue generated for their firms. Rankings do not reflect any client experience. Neither Morgan Stanley Smith Barney LLC nor its Financial Advisors or Private Wealth Advisors paid a fee to Barron's to obtain or use the ranking. For more information, go to [ms.com/topadvisors](http://ms.com/topadvisors). Morgan Stanley Smith Barney LLC is not affiliated with Barron's. Barron's is a registered trademark of Dow Jones & Company, L.P. All rights reserved.*

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