

CONGRATULATIONS!

Hello,

We are pleased to announce Five Star award winner Ethel J. Davis' appearance in Fortune magazine in a special section for June/July 2024. Ethel J. Davis was named a Five Star award winner in 2024. By earning this honor, Ethel J. Davis has shown an outstanding commitment to clients. Please look for Ethel J. Davis in Fortune magazine, and offer your congratulations on this recognition.

The Five Star Wealth Manager award is based on objective research criteria. Five Star Professional's research team evaluates candidates from across major markets annually on ten criteria associated with outstanding service. Each of our award winners has shown a commitment to clients, strong industry credentials and has been evaluated on the quality of his or her practice. Ethel J. Davis has met these criteria and has been honored with the 2024 Five Star Wealth Manager award.

Sincerely,



Jonathan Wesser | VP, Operations
Five Star Professional
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Ethel J. Davis
CEO | Portfolio Manager

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This award was issued on 01/01/2024 by Five Star Professional (FSP) for the time period 04/10/2023 through 10/31/2023. 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. 1,897 Kansas City-area wealth managers were considered for the award; 136 (7% of candidates) were named 2024 Five Star Wealth Managers. The following prior year statistics use this format: YEAR: # Considered, # Winners, % of candidates, Issued Date, Research Period. 2023: 1,843, 138, 7%, 1/1/23, 4/18/22 - 10/21/22; 2022: 1,670, 128, 8%, 1/1/22, 4/20/21 - 10/15/21; 2021: 1,678, 118, 7%, 1/1/21, 4/20/20 - 10/23/20; 2020: 1,579, 115, 7%, 1/1/20, 4/1/19 - 11/13/19; 2019: 1,574, 134, 9%, 1/1/19, 5/11/18 - 11/27/18; 2018: 1,387, 119, 9%, 1/1/18, 5/17/17 - 11/30/17; 2017: 952, 212, 22%, 12/1/16, 3/26/16 - 11/28/16; 2016: 880, 216, 25%, 11/1/15, 5/20/15 - 10/15/15; 2015: 1,572, 201, 13%, 12/1/14, 5/20/14 - 10/15/14; 2014: 785, 176, 22%, 12/1/13, 5/20/13 - 10/15/13; 2013: 766, 203, 27%, 12/1/12, 5/20/12 - 10/15/12; 2012: 676, 200, 30%, 11/1/11, 5/20/11 - 10/15/11.

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.fivestarpromotional.com.