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Victoria's Secret:
Limited's a Buy

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**SPECIAL
REPORT**

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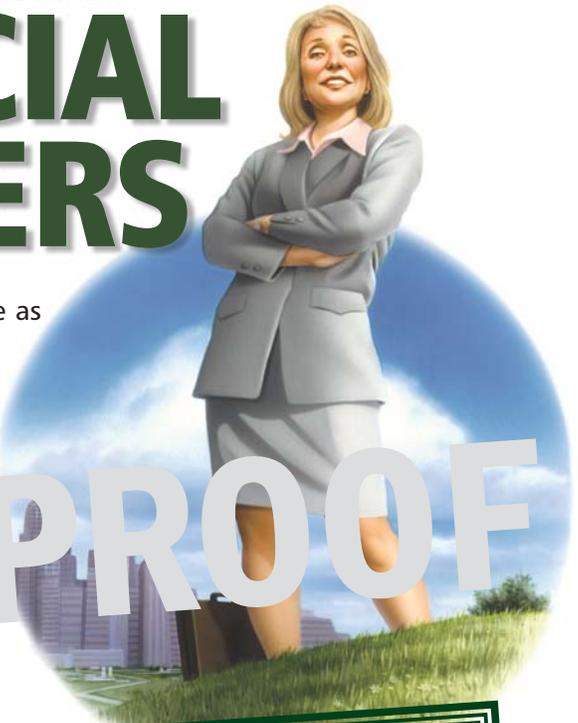
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Hailing from backgrounds as diverse as social work and derivatives trading, America's best female advisers help their clients manage billions. Right now, they are hedging against stock-market risk and looking overseas for opportunity.

PROOF



**For the 2nd Year in a Row:
Dalal Maria Salomon Named to Top 100**



DOWJONES

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The Top 100

Here are America's best female financial advisers from brokerages and banks, as identified by industry researcher R.J. Shook, author of The Winner's Circle books. The advisers, he says, follow the industry's best practices and have some of the biggest books of business. The scoring system assigns a value of 10 to the top adviser, then calculates the others' scores by comparing each with the No. 1 finisher in terms of assets under management, revenue, customer satisfaction and other factors. Total assets are those of the adviser's team; they include both those at the firm and those held elsewhere but overseen by the team. Institutional assets are given less weight in the scoring. N indicates an adviser is new to the list this year.

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DOWJONES

To Each Her Own

(the following has been excerpted)

By Suzanne McGee The women on the list—from brokerage houses, banks and independent firms—each took a different route to the top of their profession. Gwen Campbell of UBS became a financial adviser after working as an M&A banker and a derivatives trader.

Most in the top 100 now have the benefit of ample experience. Even as the U.S. stock market ventured recently into record territory, many leading advisers haven't forgotten the lesson of the late 1990s, when ebullience ended in large losses.

The rankings, which include 28 new names since last year, are based on the size of each adviser's book of business, the amount of revenue she generates and the calibre of the service she and her team provide.

Many charge fees based on assets under management, while some rely on trading commissions. While investment performance isn't an explicit criterion, the advisers tend to do very well for their clients, which only helps them attract and retain more. The 72

repeaters raised assets under management by more than 25% in the past year or so, Shook says.

The consultant, who examined company records and spoke with the advisers, their supervisors and their colleagues, says he produces the lists to promote best practices. He isn't paid by any of the firms he monitors, although they might buy copies of books published by his Winner's Circle organization, based in Boca Raton, Fla.



Daniel B. Ludwin
First Vice President-Investment Officer

Dalal Maria Salomon
Managing Director-Investment Officer

SALOMON & LUDWIN
financial consulting group of Wachovia Securities

Riverfront Plaza 901 E. Byrd Street Richmond, VA 23219
(804) 782-3478 1-800-999-4328 slg@wachoviasec.com www.slg.wbsec.com

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