

RVK and Angeles Top Greenwich Consultant Rankings Four Years Straight

By [Bridget Hickey](#) April 30, 2021 [Comments \(0\)](#)

[RVK](#) and [Angeles Investment Advisors](#) have been recognized for the fourth year in a row in [Coalition Greenwich](#)'s investment consultant ranking, while [Segal Marco Advisors](#) and [Asset Consulting Group](#) also landed top spots for the third-straight year.

RVK was named a 'quality leader' in the large consultants category, alongside Segal Marco and [NEPC](#). It was NEPC's first time in the rankings in the last four years. Angeles, Asset Consulting Group and [LCG Associates](#) were named quality leaders in the midsize consultants category.

Greenwich Quality Leaders

Based on interviews with institutional investors

	2017	2018	2019	2020
Large Consultants	Pavilion Advisory Group	Meketa Investment Group	Marquette Associates	NEPC
	Rocaton Investment Advisors	RVK	RVK	RVK
	RVK	Segal Marco Advisors	Segal Marco Advisors	Segal Marco Advisors
Midsize Consultants	Angeles Investment Advisors	Angeles Investment Advisors	Angeles Investment Advisors	Angeles Investment Advisors
	Ellwood Associates	Asset Consulting Group	Asset Consulting Group	Asset Consulting Group
	LCG Associates	Graystone Consulting	LCG Associates	LCG Associates

Note: Quality leaders are listed in alphabetical order. Source: Coalition Greenwich.

The ratings are based on interviews Coalition Greenwich, the rebranded research provider formed after [CRISIL](#) acquired [Greenwich Associates](#) in 2020, conducted with 856 individuals from 704 of the largest tax-exempt funds in the U.S. between July and October last year. The institutional

investors, all of whom have more than \$150 million in assets, are asked to rate the quality of their investment consultants across a range of categories. Those consultants rated best-in-class are named quality leaders.

The survey found that three specific traits differentiated the leaders in 2020: “strategic partnerships that delivered influential advice to clients during the crisis,” “connection and communication during work-from-home,” and “insights into influential market trends.”

The consultants that performed best had strong servicing capabilities and developed close relationships with their clients built on trust and credibility, says **Andrew McCollum**, head of investment management at Coalition Greenwich. “In a period of extreme stress, as we all saw last year, those firms tended to get very good scores in our research,” he says.

Firms that did not have such close relationships tended to receive weaker scores, as clients needed to look elsewhere for guidance as the markets were going haywire, he adds.

McCollum declined to share the names of firms that performed poorly in this year’s survey.

Michael Rosen, Angeles’ chief investment officer, says his firm’s size gives it a structural advantage.

Angeles, which just marked its 20th anniversary, has had little employee or client turnover and is big enough to have the resources to identify good investment opportunities, yet nimble enough to construct investment strategies that best align with client objectives, he says in an email.

“In other words, structurally, we are able to concentrate our efforts on building and implementing the optimal portfolios for clients because (a) we have a team of exceptionally talented and experienced people, and (b) we have been thoughtful about the number, size and type of client we accept, which enables us to perform at our highest level,” he says.

Customization is what makes LCG Associates stand out, says **Ed Johnson**, president and CEO of the firm.

"We realize that every client we have is different and... we need to fit into the working relationship that they want, that is best for them, rather than that might be easiest for us," he says. "It's knowing your clients, knowing what's important to them, and knowing how they want to work with you, and how they want to communicate with you."

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Communication has also been key to the firm's success, both internally and with clients, Johnson says. While working remotely, LCG has held daily company-wide meetings, aiming to uphold company culture and strategize on how best to help clients.

The firm has also kept up frequent communication with clients depending on their individual needs, ranging from daily communication to a weekly or a monthly call.

"Because everything we do is customized, it's really knowing your client and knowing how they want to work with you," he says.

John DeMairo, president and CEO of **Segal Marco Advisors**, also cites "frequent and effective communication" as integral to his firm's success, as well as its ability to provide consulting talent and research solutions.

During the pandemic, the firm has embraced the opportunity to bring more people to remote client meetings, DeMairo says, including bringing research personnel alongside consultants to help clients work on issues, bring subject matter to life, and comment on investment managers.

“That intersection of consulting and research, I think it really was the key for us,” he says.

RVK attributes its success in the rankings over multiple years to its “clients first philosophy” and “relentless focus on professional development within the firm,” a spokesperson tells FundFire in an email.

“For more than a dozen years, we have been steadily expanding and enhancing our investment advisory capabilities, our exceptional professional staff, and our tools,” the spokesperson says.

“This investment in our own capabilities leads to better investment advice and expanded support for our clients.”

To achieve success in coming years, consulting firms will not only need to continue providing a high level of advice but will also need to offer outsourced chief investment officer services focused on clients’ needs, McCollum predicts.

That will be “key for these firms in the future,” he says.

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