

TOP FINANCIAL ADVISERS  
**MAIN LINE TODAY**  
SERVING PHILADELPHIA'S WESTERN SUBURBS

Actress,  
activist  
and local  
girl at heart ...

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Bello**

winter weddings  
2012 college guide  
social datebook



## Top Financial Advisers 2012

Need help navigating today's economy? We found 13 Main Line experts perfectly suited for this bumpy ride through the recession.

BY TARA BEHAN & EMILY RILEY PUBLISHED DECEMBER 22, 2011 AT 04:25 PM

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### Erik Strid

*Strid Wealth Management Group of Wells  
Fargo Advisors, 1000 Chesterbrook Blvd., Suite  
103, Berwyn; (610) 648-8923, [gostrid.com](http://gostrid.com)*

**Average AUM per client:** \$1.5 million

**Average number of clients per adviser:** 75

**Specialties of note:** Cashflow, estate and  
special-needs planning, comprehensive  
financial planning, investment management.

For Erik Strid, a starstruck summer in New York turned out to be career defining. The celebrity in question was Alan "Ace" Greenberg, former chairman of the executive committee at Bear Stearns. As an intern on Wall Street, Strid sat just a few desks away from Greenberg. He got "knocked around a bit" by the pros, but he also witnessed his possible future. Now partnered with his father, Strid specializes in cashflow planning, which is proving to be particularly relevant in today's economy.



"Lifespans are getting longer, and inflation will continue to increase," says Strid. "We help clients look at the analytics to determine if they have enough to do what they want to do, and how they should be investing."

Strid also focuses on special-needs planning, helping clients prepare and manage their finances while taking care of a family member who requires additional medical assistance and financial consideration. "We're helping people drill down their necessities—no matter what happens," he says.