

Forbes

TOP FINANCIAL SECURITY PROFESSIONALS **2021**

SHOOK® RESEARCH



#19 Mark Murphy

Northeast Private Client Group
Financial Security Professional
Roseland, New Jersey

Typical Net Worth of Relationships
\$5-100M

Total Value Of Policies
\$5.2B

ASSET SUMMARY As of Oct 18, 2021

Top Financial Security Professionals 2021 Methodology

This is the Forbes inaugural ranking of America's Top Financial Security Professionals (FSPs)-the professionals families rely on for wealth planning and protection, including insurance. Extensive research is conducted by partner SHOOK Research. SHOOK Research's rankings are based on one simple notion: "Would we recommend these professionals to a family member or a friend?"

We've all seen rankings based on how much people make-athletes, entertainers, artists, company founders, billionaires, corporate executives, and even rankings of financial professionals.

Numbers don't tell enough of the story. If you needed a life-critical operation, would you choose a surgeon solely based on how much money he or she makes? Arguably the most important quantitative element would be how many surgeries the doctor performed and the success rate. But there is much more to our rankings. We look for individuals who are best prepared to engage in more meaningful conversations about life while protecting against the perils posed by disability, death or job loss.

To accomplish this task, we collect quantitative data, but we also interview FSPs to see if they are a role model we would recommend to the world. There is a lot riding our recommendations. More than 6 million Forbes readers and 116 million unique monthly visitors to Forbes.com have come to rely on our research to plan their financial future.

For the full list, complete methodology and more, visit <https://www.forbes.com/top-financial-security-professionals/>. For more information about SHOOK Research, LLC visit <https://www.shookresearch.com/>.