FEBRUARY 20, 2019

Scott J. Franklin Named to Forbes Magazine’s List of America’s Best-in-State Wealth Advisors

New York City - Morgan Stanley (NYSE: MS) today announced that Scott J. Franklin, CIMA®, Executive Director, Family Wealth Director, Senior Portfolio Management Director and Financial Advisor in the Firm’s Midtown Manhattan Wealth Management office, has been named to Forbes Magazine’s 2019 list of America’s Best-in-State Wealth Advisors.

Forbes’ Best-in-State Wealth Advisors list comprises a select group of individuals who have a minimum of seven years of industry experience. The ranking, developed by Forbes’ partner SHOOK Research, is based on an algorithm of qualitative and quantitative data, rating thousands of wealth advisors and weighing factors like revenue trends, AUM, compliance records, industry experience and best practices learned through telephone and in-person interviews.

“I am pleased that Scott J. Franklin is representing Morgan Stanley,” commented Ben Firestein, Complex Manager of Morgan Stanley’s Midtown Manhattan office. “To be named to this list recognizes Scott’s professionalism and dedication to the needs of his valued clients.”

Morgan Stanley Wealth Management, a global leader, provides access to a wide range of products and services to individuals, businesses and institutions, including brokerage and investment advisory services, financial and wealth planning, cash management and lending products and services, annuities and insurance, retirement and trust services.

Source: Forbes.com (Feb. 2019). America’s Best-In-State Wealth Advisors ranking was developed by SHOOK Research and is based on in-person and telephone due diligence meetings and a ranking algorithm that includes: client retention, industry experience, review of compliance records, firm nominations; and quantitative criteria, including: assets under management and revenue generated for their firms. Investment performance is not a criterion because client objectives and risk tolerances vary, and advisors rarely have audited performance reports. Rankings are based on the opinions of SHOOK Research, LLC and are not indicative of future performance or representative of any one client’s experience. Neither Morgan Stanley Smith Barney LLC nor its Financial Advisors or Private Wealth Advisors pay a fee to Forbes or SHOOK Research in exchange for the ranking. For more information: www.SHOOKresearch.com.

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