

April 8, 2025

Lori Rabinowitz Named to Forbes Magazine's List of Best-in-State Wealth Advisors

Morristown, NJ - Morgan Stanley (NYSE: MS) today announced that Lori Rabinowitz, a Senior Vice President, Financial Advisor in the Firm's Morristown, NJ Wealth Management office, has been named to Forbes Magazine's 2025 list of 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 Lori Rabinowitz is representing Morgan Stanley," commented Sarah Pittman, Market Manager of Morgan Stanley's Morristown office. "To be named to this list recognizes Lori's professionalism and dedication to the needs of her 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.

2025 Forbes America's Top Wealth Advisors & Best-In-State Wealth Advisors

Source: Forbes.com (Awarded April 2025). This ranking was determined based on an evaluation process conducted by SHOOK Research LLC (the research company) in partnership with Forbes (the publisher) for the period 6/30/23-6/30/24. Neither Morgan Stanley Smith Barney LLC nor its Financial Advisors or Private Wealth Advisors paid a fee to SHOOK Research LLC for placement on its rankings. This ranking is based on in-person, virtual and telephone due diligence meetings to evaluate each Financial Advisor qualitatively, a major component of a ranking algorithm that includes client impact, industry experience, credentials, 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. Rankings are based on the opinions of SHOOK Research LLC and may not be representative of any one client's experience; investors must carefully choose the right Financial Advisor or team for their own situation and perform their own due diligence. This ranking is not indicative of the Financial Advisor's future performance. Morgan Stanley Smith Barney LLC is not affiliated with SHOOK Research LLC, or Forbes. For more information, see www.SHOOKresearch.com.

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