

MINNEAPOLIS ST. PAUL
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FAST 50
 THE TWIN CITIES' FASTEST-GROWING PRIVATE COMPANIES!

BY JENNIFER NIEMELA
 STAFF WRITER

For not being out to hit home runs, Marquette Asset Management sure could've fooled us.

The Minneapolis-based wealth-management advisory has increased its revenue 106 percent from 2006 to 2008, landing it in the No. 18 spot on the Business Journal's Fast 50 — and making it the only financial-services firm on the list this year.

Baseball metaphors are hard to avoid as Marquette started under the umbrella of Marquette Financial Cos., which the late Minnesota Twins owner Carl Pohlad led for more than 50 years.

The firm has been successful because of its strong group of wealth advisers, its proprietary economic research and its leveraging of the Pohlad name, said John Pohlad, Carl Pohlad's nephew and the firm's managing director.

"When Carl Pohlad [took over the forerunner of Marquette Financial in 1955] there was the open-door policy of the old-fashioned bank and trust model. I would say that's what we're doing here. We're extremely close to our clients," John Pohlad said.

When the wealth advisory was founded in 2005, it had three distinct advantages: the intergenerational wealth transfer of the baby boom generation was getting underway; many experienced wealth advisers at big Wall Street firms were starting to look around for new opportunities; and the currency of the Pohlad name was as strong as ever.

"I think we were really lucky, and partially smart," John Pohlad said.

The firm started with assets of about \$175 million. In four and a half years, its assets have ballooned to \$700 million. Last summer, Investment News magazine ranked Marquette Asset Management Minnesota's No. 1 wealth-management adviser, as measured by growth in discretionary assets under management. It was No. 32 in the nation on the same list.

The achievement of that ranking, along with the Fast 50 list, is that much more sweet considering the economic climate the wealth advisory industry has been facing for the past 18 months, said John Beuerlein, the company's chairman and chief investment officer.

"[When the market fell] we stayed in contact with our clients, and we started having people come in the door who hadn't heard from their advisers in a long time," Beuerlein said. "There's a lot of money in motion right now with people who are not happy with larger institutions."

Many new, smaller wealth advisers have managed to capitalize on client dissatisfaction with the large Wall Street firms, said Ben Marks, president and chief investment officer at Marks Group Wealth Management in Minnetonka.

"Clients are exploring their options more than ever before," said Marks, who left UBS Financial Services Inc. last fall to start his own advisory firm. "In the early part of the year, when the market was near its low, investors were almost paralyzed. But now that the market has at least



**MARQUETTE
 ASSET
 MANAGEMENT**

Growth rate: 106.37%
 2006 revenue: \$1,838,000
 2007 revenue: \$2,991,000
 2008 revenue: \$3,793,000

Chairman and chief investment officer:
 John Beuerlein

Business: Provides asset management services, including customized investment management, wealth management and trust services to individuals, families and institutions

Headquarters: Minneapolis

Year founded: 2005

Employees: 15

Web: marquetteam.com

recovered partway from its low, it seems like activity is picking up."

Marquette Asset Management intends to continue its growth, and should reach the \$1 billion assets under management mark sometime in 2010, Beuerlein said. "Our No. 1 priority is to continue to grow."

jniemela@bizjournals.com | (612) 288-2138

Metro-area private companies ranked by rate of revenue growth

Rank	2008 Rank	Name/Address/Phone	Growth rate ¹	Revenue 2008 ² Revenue 2007 ² Revenue 2006 ²	Business description ³	Employees Founded	Top metro executive Web site
18	NR	Marquette Asset Management 60 S. Sixth St, Suite 3700 Minneapolis, MN 55402 (612) 661-3770	106.37%	\$3,793,000 \$2,991,000 \$1,838,000	Asset management services, including customized investment management, wealth management and trust services for individuals, families and institutions	15 2005	John Beuerlein marquetteam.com