

RUNNING DOWN A DREAM: BARRY GLASSMAN

Barry Glassman left a fledgling career in the non-profit world to become a financial advisor—not just because it was a more lucrative path, but because he felt he could make a bigger charitable impact on his own.

Most people would have a hard time making that proposition come true. Not Glassman. After 12 years in the business, the 36-year old from Dartmouth, Mass., has indeed made a big impact. Not only is he in the top 1 percent of Royal's advisors; he has a \$200 million book of business and 84 clients, mostly lawyers and doctors in the Washington, D.C., area. He is also co-founder of the country's largest brain tumor research fundraising event: "Race for Hope," a five-kilometer run held every May in D.C. (also in Philly this year) to benefit the Brain Tumor Society, a group started by the mother of his best friend, whose life was cut short by a brain tumor.

In its ninth year now, the run raised \$1.2 million in 2005 with an all-volunteer staff of 100, and more than 5,000 participants. Says Glassman, who does not run: "When you see 5,000 people lining up to run for a cause like this, in a race you helped start, you learn what it is to really get goose bumps." But whether he's moonlighting as a chef at a famous Italian eatery or honoring his second son's birth by collecting donations for the Children's Hospital of New Orleans, fundraising is just an outlet for his desire to help others.

Glassman offers mostly straight-up financial planning and investment management, but superior service is the goal and his clients are urged to call him with "any issue regarding a dollar sign." He says, "I like to think of my competition as Nordstrom and the Ritz." For one of his clients, he's a concierge, balancing her checkbook, renegotiating a cell-phone contract and even finding an appraiser for her mother's artwork. Jim McNair, a trusts and estates attorney in the D.C. area, used to find Glassman aggravating for the time he took mulling over McNair's advice. "But it's to his credit, however long it takes to determine what's right for the client, Barry's going to take it." —JC



Firm: Cassaday & Co. (Royal Alliance)

City: McLean, Va.

Age: 36

Years as a Rep: 12

Years with Current Firm: 12

Production: \$915,000

AUM: \$200 million

Product Mix: 90% wrap, 7% funds, 3% insurance

Specialty: Fee-based financial planning and investment management.

Designations: CFP, CFS, RFC

Licenses: Series 7, 63, 65