Elizabeth A. Thorley, MS, CFP®, CLU®, AIF®, AEP® to Receive 'Financial Leaders Award'

Pittsford, New York (April 16, 2020) - Elizabeth Thorley, founder and president of Pittsford-based Thorley Wealth Management, has been selected to receive a *2020 Financial Leaders Award presented by the Rochester Business Journal (RBJ). She is one of three honorees in the Wealth Advisor category, and one of just 19 total recipients.

According to the RBJ, the annual Financial Leaders Awards "recognize financial professionals who have made outstanding contributions to their organizations and to the Greater Rochester community during the past year."

Elizabeth formed Thorley Wealth Management in 2012 to provide a truly independent and comprehensive approach to financial planning. Thorley Wealth Management believes that in order to provide a high-level of service and guidance, an investment professional should be free from the influences present at many of the traditional Wall Street firms.

Elizabeth has consistently been recognized as a Leaders Level advisor based on annual production, ranking in the top 7 percent of independent advisors associated with Commonwealth Financial Network®, an independent broker/dealer. She was also named to **Forbes' Magazine's Best-in-State Wealth Advisors list for 2019 and most recently to ***Forbes' Magazine's Top Women Advisors list for 2020.

Elizabeth is active in the local community, serving on the Board of Directors of the Rochester Area Community Foundation, the Board of the Ronald McDonald House Charities, and the Board of the Estate Planning Council of Rochester.

She will be honored along with the other Financial Leaders on August 19th at a luncheon at the Rochester Riverside Convention Center.

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**The 2020 RBJ Financial Leaders award is given to local financial professionals based on their professional accomplishments and community involvement. Overall, 8 Wealth Advisors were considered and 3 were awarded (37.5%). This recognition is not indicative of the Wealth Advisor's performance and may not be representative of any one client's experience.*

***The 2019 ranking of the Forbes' Best-in-State Wealth Advisors list was developed by SHOOK Research and is based on in-person and telephone due-diligence meetings to evaluate each advisor qualitatively and on 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). Overall, 30,000 advisors were considered, and 3,500 (11.6 percent of candidates) were recognized. The full methodology that Forbes developed in partnership with SHOOK Research is available here.*

****The ranking of Forbes' Top Wealth Advisors(1) (Top Women Advisors) is based on an algorithm of qualitative and quantitative criteria, including a minimum of seven years of experience, a minimum of $1 million in production, and the weighing of factors including revenue trends, AUM, compliance records, industry experience, and best practices (gathered through telephone and In-person due-diligence interviews). Shook Research also employs an opinion-based weighting system that prioritizes its preferred "best practices," which include business models, activities, processes, and structure. Overall, 9,654 advisors were considered, and 1,000 (10.38 percent of candidates) were recognized. For the full methodology(2) that Forbes developed in partnership with SHOOK Research, please visit here. This recognition and the due-diligence process conducted are not indicative of the advisor's future performance. Your experience may vary. As your specific needs and circumstances may vary, you are encouraged to conduct your own due diligence. Portfolio performance is not a criterion due to varying client objectives and lack of audited data. SHOOK does not receive a fee in exchange for rankings.*