

2025 North Carolina Registered Investment Advisor Fee Assessment Survey									
Assets Under Management									
Firm	Firm AUM	Number of Accounts	Location	\$0-\$1mil	\$1mil+	\$2.5mil+	\$5mil+	Minimum Assets	Minimum Fee (Annual)
Eton Advisors	\$1.9 Billion	152	Chapel Hill, NC	1.00%	1.00%	1.00%	0.75%	\$ 20,000,000	\$ 137,500
Franklin Street Partners	\$3.5 Billion	409	Chapel Hill, NC	1.00%	1.00%	1.00%	0.75%	\$ -	\$ 7,500
Frazier Financial Consultants	\$160 Million	90	Chapel Hill, NC	0.80%	0.65%	0.50%	0.50%	\$ -	\$ -
Hayden Harper Advisory	\$119 Million	91	Charlotte, NC	1.50%	1.25%	1.00%	1.00%	\$ -	\$ -
Strathmore Capital Advisors	\$391 Million	278	Charlotte, NC	1.25%	1.25%	0.85%	0.70%	\$ 1,000,000	\$ -
Alpha Financial Advisors	\$444 Million	250	Charlotte, NC	1.00%	0.50%	0.35%	0.35%	\$ 750,000	\$ 7,500
Novare Capital Management	\$1.5 Billion	749	Charlotte, NC	1.00%	1.00%	0.90%	0.80%	\$ 500,000	\$ -
Bragg Financial Advisors, Inc.	\$3.4 Billion	1532	Charlotte, NC	0.85%	0.85%	0.85%	0.70%	\$ 5,000,000	\$ 20,000
Gordon Asset Management	\$200 Million	154	Durham, NC	1.25%	0.80%	0.60%	0.60%	\$ -	\$ 4,500
Chris C Crenshaw Financial Services	\$59 Million	30	Durham, NC	1.00%	1.00%	0.95%	0.80%	\$ -	\$ -
Kuhn & Carson	\$720 Million	292	Durham, NC	1.00%	1.00%	0.75%	0.50%	\$ 1,000,000	\$ 5,000
Arjuna Capital	\$458 Million	150	Durham, NC	1.00%	1.00%	0.75%	0.50%	\$ 2,000,000	\$ -
Spartan Planning Group	\$280 Million	228	Greensboro, NC	1.25%	0.95%	0.75%	0.55%	\$ 500,000	\$ 6,000
Trent Capital Management	\$175 Million	165	Greensboro, NC	1.00%	1.00%	0.85%	0.75%	\$ 250,000	\$ -
Smith Salley Wealth Management	\$3.1 Billion	2327	Greensboro, NC	1.00%	1.00%	1.00%	1.00%	\$ 500,000	\$ -
Zuraw Financial Advisors, LLC	\$425 Million	722	Greensboro, NC	1.00%	1.00%	1.00%	1.00%	\$ 250,000	\$ -
Captrust	\$852 Billion	32272	Raleigh, NC	2.25%	2.00%	1.75%	1.25%	\$ 50,000	\$ -
Armor Investment Advisors	\$340 Million	189	Raleigh, NC	1.20%	0.80%	0.65%	0.50%	\$ 250,000	\$ 3,000
Townsend Asset Management	\$401 Million	411	Raleigh, NC	1.00%	1.00%	0.90%	0.60%	\$ -	\$ -
Copperleaf Capital	\$186 Million	893	Raleigh, NC	1.25%	0.55%	0.55%	0.33%	\$ -	\$ 5,000
Financial Symmetry	\$1 Billion	4599	Raleigh, NC	0.85%	0.70%	0.55%	0.40%	\$ -	\$ 3,600
OmniStar	\$184 Million	754	Wilmington, NC	2.00%	1.00%	1.00%	0.85%	\$ 250,000	\$ -
Salem Investment Counselors	\$3.6 Billion	2879	Winston-Salem, NC	1.00%	1.00%	1.00%	1.00%	\$ -	\$ -
Arbor Investment Advisors	\$956 Million	1255	Winston-Salem, NC	1.25%	1.00%	0.75%	0.50%	\$ 1,000,000	\$ 3,000
Averages				1.15%	0.97%	0.84%	0.70%		
Tarheel Advisors, LLC				0.75%	0.65%	0.55%	0.45%	\$ 250,000.00	\$ -
Percent Lower than Average				35%	33%	35%	35%		

*Information gathered from published rate tables in schedule ADV2, and firms may negotiate lower rates than published. Data gathered as of January 2025.