



## SALEM INVESTMENT COUNSELORS

---

**October 7, 2024**

**We are pleased to announce that Salem Investment Counselors has been ranked the #1 Investment Advisory Firm in our region (NC, VA, SC, & GA) and #8 in the country by CNBC.**

The ranking of the “[Financial Advisor 100](#)” was developed by CNBC to evaluate the capabilities of financial advisory firms from across the country. Since the inception of this ranking six years ago, Salem Investment Counselors has been ranked #1 for two years and in the top 10 five out of the six years. The ranking evaluates Financial Advisory firms on a number of factors to arrive at the final ranking. CNBC contracts with the independent research company AccuPoint Solutions to evaluate specific quantifiable data from over 40,000 advisory firms across the country and no payment is made to participate in the study. (Click here to review the [methodology](#).)

“The fluctuations of the past four years have tested the resolve of every investor and investment manager” said David Rea, President of Salem Investment Counselors, “but instead of concerns, we saw opportunities, which enabled us to grow and strengthen our clients’ portfolios. For over 40 years Salem has understood that our responsibility is to guide clients through good times and bad with a steady hand and a focus on each client’s long-term objectives.”

Salem Investment Counselors, with offices in Winston-Salem and Durham, North Carolina, provides comprehensive, highly personalized investment management and financial, tax and estate planning services. We serve over 600 high net-worth individuals, families and professional organizations in 19 states, totaling over \$4.5 billion in assets under management.

To learn more about Salem Investment Counselors’ approach to building a comprehensive financial partnership with our clients, visit our website at [SalemInvestment.com](https://SalemInvestment.com) or contact:

**David Rea, President**  
**Salem Investment Counselors**  
[dr@salemcounsel.com](mailto:dr@salemcounsel.com)  
336.768.7230  
[SalemInvestment.com](https://SalemInvestment.com)