

# ATLANTA'S TOP 25 EMPLOYEE BENEFITS AND COMPENSATION COS.

Ranked by number of employee benefits consultants in Atlanta

Rank	This year	Last year	Company*	Number of employee benefits consultants (EBC) and/or brokers in Atlanta** / Total number of EBC employees in Atlanta	Compensation of firm	% of business from fees / insurance products / commission / other	Number of clients based in Atlanta	Target company size	Chief Atlanta officer(s)†	Year est. in Atlanta
1.	(1)		<b>Hewitt Associates LLC</b> 3350 Riverwood Parkway, Suite 80 Atlanta, Ga. 30339 (770) 956-7777 www.hewitt.com	700 1,130	fees only	NA	NA	large companies (1,000+ employees)	Michael Murphy, Tanya Nolen	1986
2.	(2)		<b>Mercer Human Resource Consulting LLC</b> 3475 Piedmont Road N.E., Suite 800 Atlanta, Ga. 30305 (404) 442-3100 www.mercerhr.com	220 260	both fees and commission	85% 0% 15% 0%	NA	all companies	Larry D. Keys	1975
3.	(6)		<b>Buck Consultants, an ACS Company</b> 200 Galleria Parkway, Suite 1900 Atlanta, Ga. 30339 (770) 916-4109 www.buckconsultants.com	214 1,423	commissions only	85% 0% 15% 0%	NA	all companies	Marcel Simonette, Andrea Sellars, Jill Spielberger	1974
4.	(3)		<b>Aon Consulting Inc.</b> 3565 Piedmont Road N.E., Suite 600 Atlanta, Ga. 30305 (404) 240-6051 www.aon.com/hcc	170 250	both fees and commission	NA	NA	all companies	Alex Berg	1962
5.	(4)		<b>Towers Perrin</b> 3500 Lenox Road, Suite 900 Atlanta, Ga. 30326 (404) 365-1600 www.towersperrin.com	160 253	fees only	100% 0% 0% 0%	85	large companies	Eric McMurray	1959
6.	(5)		<b>Northwestern Benefit Corporation of Georgia</b> 950 East Paces Ferry Road, Suite 2800 Atlanta, Ga. 30326 (404) 846-3100 www.nbcga.com	115 153	both fees and commission	20% 0% 80% 0%	more than 600	50-2,000 employees	John W. Wright II, William O. Goodwin, David H. Asbury	1996
7.	(7)		<b>Watson Wyatt Worldwide</b> 1 Ravinia Drive, Suite 1300 Atlanta, Ga. 30346 (770) 290-8500 www.watsonwyatt.com	86 104	fees only	100% 0% 0% 0%	NA	midsized to large companies	Ed Mactas	1981
8.	(9)		<b>Hilb Rogal &amp; Hobbs Co. (HRH)</b> 1349 Old 41 Highway, Suite 125 Marietta, Ga. 30060 (770) 425-6700 www.hrhatlanta.com	46 94	both fees and commission	20% 0% 80% 0%	671	all companies	Bruce W. Bishop	1990
(tie)	(8)		<b>Swerdlin &amp; Co. ^</b> 5901 Peachtree-Dunwoody Road, Building B, Suite 170 Atlanta, Ga. 30328 (770) 396-6601 www.swerdlin.net	46 57	fees only	100% 0% 0% 0%	more than 400	100-10,000 employees	Dorn Swerdlin	1980
10.	(11)		<b>Ernst &amp; Young LLP</b> 55 Ivan Allen Plaza, Suite 1000 Atlanta, Ga. 30308 (404) 874-8300 www.ey.com	40 40	fees only	100% 0% 0% 0%	NA	midsized to large companies	William B. Leisy, Martha H. Cook	1979
11.	(12)		<b>Wachovia Insurance Services Inc.</b> 4401 Northside Parkway, Suite 400 Atlanta, Ga. 30327 (770) 850-0050 www.wachoviansurance.com	36 42	both fees and commission	25% 0% 75% 0%	600	midsized to large companies	Stephen F. Fallon	1972
12.	(10)		<b>The A.I. Group Inc.</b> 342 North Main St., Suite 200 Alpharetta, Ga. 30004 (770) 664-5526 www.theaigroup.com	34 42	both fees and commission	20% 35% 35% 10%	more than 200	50-20,000 employees	Dan Murphy, Dave Woodruff	1989
13.	(NR)		<b>Frazier &amp; Deeter LLC</b> 600 Peachtree St. N.E., Suite 1900 Atlanta, Ga. 30308 (404) 253-7500 www.frazierdeeter.com	30 NA	fees only	95% 5% 0% 0%	NA	all companies	Christopher E. Etheridge	1981
14.	(14)		<b>Deloitte &amp; Touche LLP</b> 191 Peachtree St., Suite 1500 Atlanta, Ga. 30303 (404) 220-1500 www.deloitte.com	26 NA	fees only	100% 0% 0% 0%	NA	midsized to large companies	Melanie Langsett, Tim Horner	1982
15.	(18) (tie)		<b>Pension Financial Services Inc.</b> 3700 Crestwood Parkway, Suite 550 Duluth, Ga. 30096 (678) 924-8888 www.pfs401k.com	23 32	both fees and commission	67% 0% 33% 0%	650	50-1,000 employees	H. Earle Garvin	1982
(tie)	(18) (tie)		<b>Tegra Financial Partners</b> 5565 Glenridge Connector, Suite 200 Atlanta, Ga. 30342 (404) 898-8215 www.tegrafinancial.com	23 27	both fees and commission	50% 10% 40% 0%	more than 750	100-5,000 employees	Nick Bhandari, David Schultz	1974
17.	(16)		<b>Pritchard &amp; Jerden Inc.</b> 3565 Piedmont Road, Building 3, Suite 700 Atlanta, Ga. 30305 (404) 238-9090 www.pritchardjerden.com	21 26	both fees and commission	20% 0% 80% 0%	more than 500	25-3,000 employees	Bob Shulman	1971
18.	(17)		<b>Retirement Plan Administrators LLC ^</b> 780 Johnson Ferry Road, Suite 375 Atlanta, Ga. 30342 (404) 255-6710 www.401krpa.com	19 22	fees only	100% 0% 0% 0%	750	50-1,000 employees	Katrina Moody, Peggy Smith	1985
19.	(21) (tie)		<b>Veritas Consulting Group LLC</b> 2859 Paces Ferry Road, Suite 1520 Atlanta, Ga. 30339 (770) 863-3600	15 20	both fees and commission	85% 0% 15% 0%	more than 50	all companies	Tammy Hughes, Leslie Schneider	1995
(tie)	(20)		<b>NorthPoint Financial LLC</b> 3209 South Cherokee Lane, Suite 530 Woodstock, Ga. 30188 (770) 874-5500 www.npfkascpa.com	15 15	fees only	100% 0% 0% 0%	210	small to midsized	Kurt A. Siegenthaler	1999
21.	(23)		<b>Balsler Cos.</b> 3424 Peachtree Road, Suite 2100 Atlanta, Ga. 30326 (404) 504-3800 www.balsler.com	12 60	both fees and commission	20% 0% 70% 10%	10	Fortune 1000	Bud Russell, Bill Folan, Fred Hill, Rik Wehmeier	1972
(tie)	(13)		<b>J. Smith Lanier &amp; Co.</b> 11330 Lakefield Drive, Suite 200 Duluth, Ga. 30097 (770) 476-1770 www.jsmithlanier.com	12 36	both fees and commission	10% 0% 85% 5%	696	50-2,000 employees	Gary Ivey	1976
(tie)	(NR)		<b>Clark Consulting</b> 980 Hammond Drive, Suite 1200 Atlanta, Ga. 30328 (770) 261-4060 www.clarkconsulting.com	12 15	both fees and commission	60% 35% 5% 0%	13	\$250 million or more	Steven Broadbent	1996
24.	(NR)		<b>The Segal Co.</b> 2018 Powers Ferry Road, Suite 850 Atlanta, Ga. 30339 (678) 306-3100 www.segalco.com	8 31	both fees and commission	96% 0% 4% 0%	150	500 or more employees	Jeffrey L. Johnson	1968
25.	(24) (tie)		<b>The Benefit Planning Group</b> 1640 Powers Ferry Road, Bldg. 26 Marietta, Ga. 30067 (770) 916-1717 www.bpg.com	7 14	both fees and commission	NA	320	10-10,000 employees	Larry K. Stepp	1984

\* Most companies on this list handle employee benefits and compensation consulting as their primary business. There are, however, some firms on this list that also administer third-party, group, medical and/or pension plans in addition to consulting as a primary line of business. Some employee benefits consulting divisions of accounting firms are also included on this list.  
\*\* A consultant is defined here as one who gives advice in the area of plan design and implementation and does not provide administrative services, or offer for sale products or administrative services. Companies were asked to provide consultant and employee

figures related to their benefits and compensation staff only, not other activities. For some firms, not all consultants are necessarily involved with local clients. All figures are current as of original publication date.  
† Typically, companies provided the name of the CEO for their employee benefits and compensation divisions. In other instances, the managing partner's name was given.  
^ Company submitted a statement of verification supporting figures.  
NA - Not available or not applicable  
NR - Not ranked or not relevant

SOURCES: Atlanta Business Chronicle research and the companies

It is not the intent of this list to endorse the participants or to imply that the size of a company indicates its quality. Although every attempt is made to ensure the accuracy and thoroughness of Atlanta Business Chronicle charts, omissions sometimes occur. All information listed is based on responses from the companies to Atlanta Business Chronicle surveys. Please send corrections or additions on company letterhead to Giannina Smith, Research Associate, Atlanta Business Chronicle, 3423 Piedmont Road, Suite 400, Atlanta, Ga. 30305, or e-mail gianninasmith@bizjournals.com.