

EVALUATION MATRIX
Financial Advisor Services
RFQS SMB0301

EVALUATION FACTORS	# Possible Points	PFM Financial Advisors LLC	First Southwest, a Division of Hilltop Securities Inc.	Frost Bank - Capital Markets	Specialized Public Finance Inc.
Demonstrated Applicable Experience	60	53	47	34	32
Personnel Qualifications	20	18	17	11	12
Financial Viability/Stability	10	10	10	10	10
References	10	10	10	9	10
Total	100	91	84	64	64