

FINANCIAL PLANNER & FINANCIAL FIRM BEAUTY PAGEANT



Seeing your options in one view can bring clarity and simplify your decision making.

Service	Contestant 1	Contestant 2	Contestant 3
What is your title, certification, and professional affiliation?			
What is your education?			
What is your relationship with your financial institution? How long have you worked with this firm?			
Overall approach to working with clients.			
Investment mix — does this change depending on life and career stage?			
How often do you meet with clients?			
How much are clients self-managing and how much hands-on service with clients?			
Load fee — percentage?			
What is your fee structure?			
Who is the account custodian?			
Are you a fiduciary?			
Are you a POA for property?			
Are there certain instruments that you especially favor for clients? If so, why?			
How do you work?			
What would you suggest with the assets that I currently own?			
What would you add to my asset mix and why?			
Additional fees?			
Retainer to start work? Minimum \$ asset amount?			
What else should I know about working with you and your company?			