

## **WHAT YOU SHOULD EXPECT FROM YOUR FINANCIAL ADVISOR**

### **Financial Planning**

1. Asks questions in order to understand your needs, objectives and time horizon
2. Helps you determine where you are at present (and potential areas of vulnerability)
3. Helps you organize and manage your financial affairs and records
4. Helps you clarify your goals, factoring in variables that you may not have considered
5. Helps you prioritize your financial objectives and the opportunities available to you
6. Reviews how your family would be effected in the event of a premature death, disability or long term care need
7. Formalizes your goals so that the appropriate steps can be implemented
8. Considers various planning strategies, factoring in the pros and cons that should be considered
9. Prepares a financial plan and/or an investment policy statement
10. Makes specific recommendations based on the objectives that you have identified
11. Helps implement your financial planning / investment management strategy
12. Assists you in setting up (or utilizing) your company sponsored retirement plan
13. Assists you and your attorney in the development of your overall estate plan
14. Assists with the review of your beneficiary designations and wealth transfer strategies
15. Helps you determine your IRA Required Minimum Distribution
16. Assists with the budgeting, cash-flow management, and available savings strategies
17. Assists with analyzing your use of credit and debt reduction strategies
18. Assists with various types of company provided executive benefits (i.e., stock option exercise strategies, non-qualified deferred compensation, RSU's, etc.)

### **Investment Planning**

19. Develops an investment policy strategy that factors in your time horizon, return objectives, risk tolerance and cash-flow needs
20. Prepares an asset allocation that is designed to efficiently balance return goals with risk tolerance
21. Does due diligence on various investment options in order to make appropriate recommendations
22. Monitors your investment policy strategy
23. Understands various investment vehicles (i.e., annuities with guaranteed income riders and death benefit provisions, private equity, alternative investments, life insurance, etc.)
24. Reviews the investment options in your company provided retirement plans
25. Identifies the most appropriate accounts for your investments holdings (i.e. high growth assets in Roth IRA's, ordinary income producing assets in tax-deferred accounts, qualified dividend paying investments in "after-tax" accounts, etc.)
26. Reviews and revises portfolios as conditions change
27. Guides you through difficult periods in the financial markets by sharing historical perspective
28. Reviews your investment holdings (i.e., mutual funds, ETF's, etc.) to analyze areas of overlap, or areas that may be underweight, etc.
29. Helps you evaluate the differences in risk levels between various investment options
30. Provides financial market / economic related research and perspective
31. Helps you consolidate and simplify your investments
32. Has an 'open architecture' where investments can be recommended objectively
33. Has the ability to select from CD's from various financial institutions throughout the country

## **Tax Related**

34. Works with your accountant to suggest tax reduction alternatives
35. Reviews your tax returns for planning strategies
36. Stays up to date on tax law changes
37. Analyzes opportunities that can help you reduce your taxes
38. Analyzes investment opportunities to take full advantage of tax law provisions
39. Has the ability to research and summarize investment cost basis information

## **Client – Advisor Relationship**

40. Develops an understanding of your family situation, your values and concerns
41. Helps with the continuity of your family's financial plan through generations
42. Helps educate your children and grandchildren about investments and financial concepts
43. Communicates complex subjects in a simplified manner
44. Listens to your wants, needs and concerns
45. Provides a grounded perspective to counter the 'greed & fear' approach used by the media
46. Has the experience of working with hundreds of clients who may have faced circumstances similar to yours
47. Conducts regular financial review meetings with you
48. Proactively keeps in touch (in person, email, phone, educational events, socially, etc.)
49. Educates you on various financial subjects—i.e., retirement, estate planning, education funding, tax, credit utilization, risk management, investment strategy, cash-flow, etc.
50. Acts as sounding board for ideas you are considering
51. The foundation of the client-advisor relationship is based on honesty, integrity, and good ethics
52. Focuses on professionalism, objectivity and hard work

## **Client Service / Operations**

53. Provides ongoing communication, feedback, and ideas regarding various financial planning subjects, financial market related analysis', and topics of interest
54. Returns all calls / emails promptly
55. Strives to provide unparalleled client service
56. Has Client Education Events
57. Has Client Appreciation Events
58. Initiates / helps set up bill pay and other account transfer features
59. Show you how to access your statements and other such information online
60. Facilitates the transfer of investments from individual names to trust, and helps you settle your estates
61. Can work directly with your client at tax time