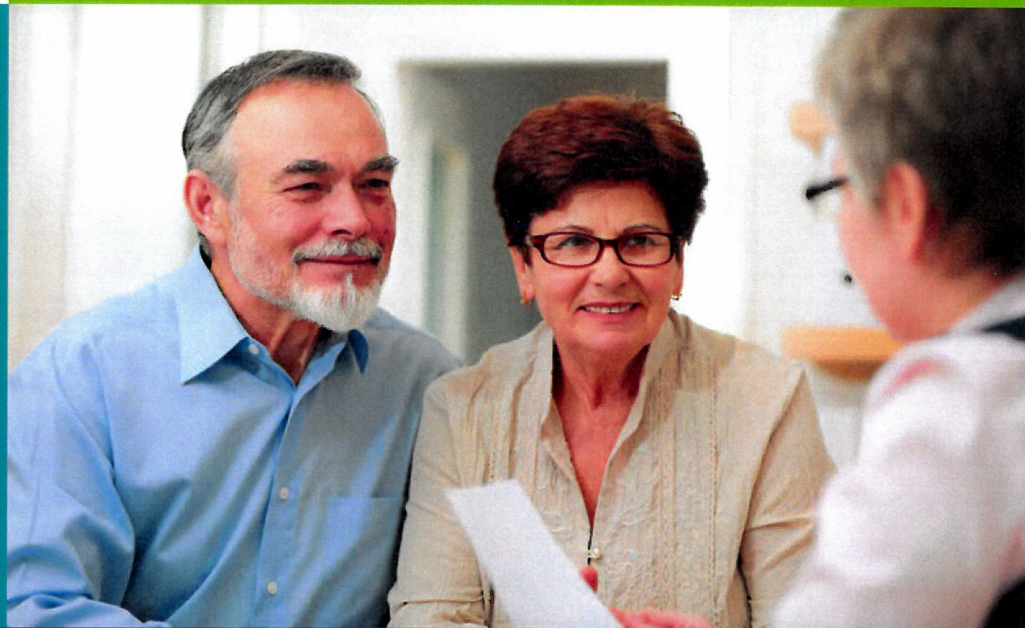


How do you sift through the hype when looking for a financial advisor? Will a firm with a huge advertising budget do the best job helping you meet life's financial goals?



Financial Advisor Comparison Tool

Is your advisor the right one for you?

TV ads may talk about your hopes and dreams, but ultimately salespeople focus almost exclusively on getting you to purchase their products. When it comes to your finances, the situation is the same. Many financial services professionals are paid by your buying their insurance and investment products. Your financial situation is complex; a true financial advisor will analyze your current condition, make prudent recommendations and support you along the way.

The **Financial Advisor Comparison Tool**, created by the National Association of Personal Financial Advisors (NAPFA) is a thorough questionnaire you can use to evaluate a financial advisor. The questions and popular answer key will help you make an informed decision based on the responses a financial advisor provides. Before hiring a financial planning professional, perform this simple diagnostic. If the advisor's answers do not follow prudent core values, you may not be speaking with the right advisor for you.

Services

1. Financial planners provide a range of services. It is important to match your needs with services provided. Do you offer advice on? (check all that apply)

- | | |
|--|---|
| <input checked="" type="checkbox"/> Goal setting | <input checked="" type="checkbox"/> Estate planning |
| <input checked="" type="checkbox"/> Cash management & budgeting | <input checked="" type="checkbox"/> Insurance needs |
| <input checked="" type="checkbox"/> Tax planning | <input checked="" type="checkbox"/> Education funding |
| <input checked="" type="checkbox"/> Investment review & planning | <input checked="" type="checkbox"/> Retirement planning |
| <input type="checkbox"/> Other: _____ | |

2. Do you provide an analysis of my financial situation and specific recommendations?

Yes No

3. Do you offer assistance with implementation with the plan?

Yes No

4. Do you offer continuous, on-going advice regarding my financial affairs, including advice on non-investment related financial issues?

Yes No

5. Other than receiving my permission to debit my investment account for your fee, do you take custody of, or are you able to withdraw my assets?

Yes No

6. If you were to provide me on-going investment advisory services, do you require “discretionary” trading authority over my investment accounts?

Yes No

7. How many clients do you work with? 40-50 households per employee

8. Are you currently engaged in any other business, either as a sole proprietor, partner, officer, employee, trust-ee, agent or otherwise? (Exclude non-investment related activities, which are exclusively charitable, civic, religious or fraternal and are recognized as tax-exempt.)

Yes No

9. Will you or an associate work with me?

I will An associate Work as a team

10. Will you provide me with references from other professionals?

Yes No

Education

11. What is your educational background?

College Degree: Yes No Area of Study: _____

Post Graduate Degree: Yes No Area of Study: MBA, MA in Economics, and MS in Financial Services

12. What are your financial planning credentials/designations? (Check all that apply)

Certified Financial Planner (CFP)

Certified Public Accountant/Personal Financial Specialist (CPA/PFS)

Chartered Financial Consultant (ChFC)

Other: CFA

Other: MBA, PhD., MS, MSFS

Other: MSA, MST

13. How long have you been offering financial planning services?

Less than 2 years 2-5 years 5-10 years 10+ years

Objectivity

Financial planning costs include what a client pays in fees and commissions. Comparison between advisors requires full information about potential total costs. It is important to have this information before entering into any agreement.

14. How is your firm compensated and how is your compensation calculated?

Fee-Only (as calculated below):

Hourly rate of \$_____/hour

Flat fee (Range and Explanation)_____

Percentage _____% to _____% of _____ (AUM, Net worth, etc.)

Commissions only; from securities, insurance, and/or other products that clients buy from a firm with which you are associated

Commission and Fee

Fee Offset (charging a flat fee against which commissions are offset). If the commissions exceed the fee, is the balance credited to me? Yes No

15. Do you have an agreement describing your compensation and services that will be provided in advance of the engagement?

Yes No

16. Do you have a minimum fee?

Yes No

If yes, please explain: Minimum Investment Requirement: \$1,000,000

Objectivity

17. If you earn commissions, approximately what percentage of your firm's commission income comes from:

_____ % Insurance products	_____ % Stocks and bonds
_____ % Annuities	_____ % Coins, tangibles, collectibles
_____ % Mutual funds	_____ % Limited partnerships
_____ % Other: _____ NO COMMISSIONS	

18. Does any member of your firm act as a general partner, participate in, or receive compensation from investments you may recommend to me?

Yes No

19. Do you receive referral fees from attorneys, accountants, insurance agents, mortgage brokers, or others?

Yes No

20. Do you receive on-going income from any of the mutual funds that you recommend in the form of "12(b)1" fees, "trailing" commissions, or other continuing payouts?

Yes No

21. Are there financial incentives for you to recommend certain financial products?

Yes No

22. Will you sign the following Fiduciary Oath?

Yes No

Fiduciary Oath

The advisor shall exercise his/her best efforts to act in good faith and in the best interests of the client. The advisor shall provide written disclosure to the client prior to the engagement of the advisor, and thereafter throughout the term of the engagement, of any conflicts of interest, which will or reasonably may compromise the impartiality or independence of the advisor.

The advisor, or any party in which the advisor has a financial interest, does not receive any compensation or other remuneration that is contingent on any client's purchase or sale of a financial product. The advisor does not receive a fee or other compensation from another party based on the referral of a client or the client's business.

Following the NAPFA Fiduciary Oath means I shall:

- Always act in good faith and with candor
- Be proactive in disclosing any conflicts of interest that may impact a client
- Not accept any referral fees or compensation contingent upon the purchase or sale of a financial product

Signature _____

Regulatory Compliance

Federal and state laws require that, under most circumstances, individuals or firms holding themselves out to the public as providing investment advisory services are required to register with either the U. S. Securities & Exchange Commission (SEC) or the regulatory agency of the state in which the individual/firm conducts business.

23. Have you ever been cited by a professional or regulatory governing body for disciplinary reasons?

Yes No

24. My firm is registered as an Investment Advisor?

Yes No

SEC registration? Yes No

State registration? Yes (In the following states _____) No

Please provide your Form ADV Part II or brochure being used in compliance with the Investment Advisors Act of 1940. If not registered with either the SEC or any state, please indicate the specific reason (regulatory exemption or other reason) for non-registration.

Please Note: A yes or no answer requiring explanation is not necessarily a cause for concern. We encourage you to give the advisor an opportunity to explain any response. Information geared to the investing public can be found on the Securities & Exchange Commission website (<http://www.sec.gov>) under the "Investor Information" section.

25. Do you have a business continuity plan?

Yes No

This form was created by the National Association of Personal Financial Advisors (NAPFA) to assist consumers in selecting a personal financial advisor. It can be used as a checklist during an interview, or sent to prospective advisors as part of a preliminary screening. NAPFA recommends that individuals from at least two different firms be interviewed.