



Key Questions to Ask a Financial Adviser

Financial advisers will welcome the opportunity to share their professional background and investment philosophy with you. The following questions for you to consider are designed to help you evaluate and select a financial adviser. You can also use them to get to know your adviser better.

Please note this list does not include all questions and your decision should include recommendations and referrals from trusted sources among other factors.

Date: _____

Name of Financial Adviser: _____

Name of Company: _____

Address: _____

Phone: _____

Date: _____

Name of firm the adviser is registered with _____

Experience & Expertise

1. What is your educational background and relevant experience?

2. What is your relevant experience and how long have you been offering financial advice?

3. What are your financial planning credentials?

4. What are your professional memberships and affiliations?

5. Do you have areas of specialty and, if so, what are they?

College savings

Insurance planning

Investment planning

Tax planning

Retirement planning

Estate and legacy planning

Business planning

Integrated planning

Other

6. Can you provide me with references?

7. Do you have any disclosures on your NASD or insurance compliance records?

Payment

1. Please explain how your fees are determined and if there is one approach you prefer?

Asset-based fee

Commission

Asset-based fee and commission

Salary

Other

2. Do you have a minimum fee and, if so, what is it?

3. Do you have a fee overview that includes costs and services?

4. Do you receive ongoing income from mutual funds that you recommend?

5. Do you receive any financial incentives when you recommend a specific product?

6. Do you accept or provide referral fees to anyone?

Services Provided

1. How many clients do you work with?

2. Will you or an associate work with me? If it's an associate, when will I meet him or her?

3. Do you have an Investor Policy Statement that I can review?

4. Will you provide a detailed written financial plan that includes analysis of my financial situation and makes specific product recommendations?

5. Do you offer ongoing advice regarding my financial needs and goals as they evolve?

6. Do you take custody of, or have access to, my assets?

7. In providing investment advice and services, do you require discretionary trading authority over my investment accounts?

8. Do you provide full disclosure of any potential conflicts of interest that may impact my performance, risk exposure or expenses?
