



Questions to Ask Before Choosing a Financial Planner

1. What is your educational background?
 - College degree _____
 - i. Area of study _____
 - Graduate degree _____
 - i. Area of study _____

2. Do you have any professional certifications?
 - Yes / No
 - If yes, please list _____

3. Do you hold any securities registrations?
 - Yes / No
 - If not, please explain _____

4. Do you have your insurance license?
 - Yes / No
 - If not, please explain _____

5. Are you a Financial Advisor or an Insurance Agent? _____

6. If you are a Financial Advisor, how long have you been a Financial Advisor?
 - Less than 2 years
 - 2 – 5 years
 - 5 – 10 years
 - More than 10 years



7. Have you ever been cited or disciplined by a professional or regulatory body?

- Yes / No
- If yes, please explain _____

8. When providing financial planning advice, are you required to act as a fiduciary?

- Yes / No
- If not, please explain _____

9. Do you have a succession plan?

- Yes / No
- If not, please explain _____

10. How are you compensated?

- Fee-only?
 - i. How is your fee calculated? _____
 - ii. Will I be charged other fees for the investments or products?

- Commission only?
 - i. What is the commission rate? _____
 - ii. Who pays the commission? _____
 - iii. Is the commission payment based on my investment? _____
- Combination of fees and commissions?
 - i. If so, what percentage of your revenue is derived from each? _____

11. Do you provide comprehensive planning services?

- Yes / No
- If yes, are these services outsourced to other professionals? _____



12. Do you give or receive referral fees?

- Yes / No
- If yes, please explain _____

13. Do you provide a written analysis of my situation and your recommendations?

- Yes / No
- If yes, will your recommendations include specific investments and/or products?

14. Who actually manages my money? _____

15. How often would we meet to discuss my financial plan? _____

16. How many clients do you have? _____

17. How much time do you spend marketing versus managing money? _____

18. Do you work for a publicly traded company?

- Yes / No
- Do you think this creates a conflict of interest for you?
 - i. Yes / No
 - ii. If not, please explain _____
- If yes, can you put my interests ahead of the company and its shareholders?
 - i. Yes / No
 - ii. Please explain _____

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