



Van Der Noord
Financial
Advisors, Inc.

Richard
Van Der Noord, CFP
President

The Village at Thornblade
420 The Parkway, Suite G2
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THANK YOU FOR YOUR INTEREST

In these turbulent times, there is a growing need for objective, balanced, and prudent financial planning and wealth management. Thank you very much for your interest in Van Der Noord Financial Advisors, Inc.

WHY VAN DER NOORD FINANCIAL ADVISORS, INC ?

Our financial planning and wealth management services are invaluable for the following five reasons...

- Your life is not a dress rehearsal.
- Your life will fall far short of your expectations without a sound plan.
- You cannot afford to make mistakes with your money.
- You cannot afford to make bad investments.
- You cannot afford to follow bad advice.

Van Der Noord Financial Advisors, Inc. is all about helping you make the one life you have the very best it can be.

With trustworthiness in short supply, the value of VFA, Inc. to your financial health is immeasurable. Please read the enclosed information about our financial advisory and wealth management services. To schedule a complementary interview, please contact my office to schedule a convenient time.

During our initial meeting, we will get to know you better to determine how our services "fit" with your needs and objectives. For our existing clients' benefit, we accept only a limited number of new clients so that we can continue to provide the highest level of service possible to everyone.

Regards,

Richard Van Der Noord, CFP
Certified Financial Planner
Registered Investment Advisor Representative

PIP



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Richard Van Der Noord has nearly three decades of experience in financial planning.



CREDENTIALS

- ▶ Rick is an honor graduate of North Georgia Military College with a BBA in Finance
- ▶ As a veteran financial planning professional, Rick was one of the inaugural Certified Financial Planners in the US.

ACCOMPLISHMENTS

- ▶ The Registry of Financial Planning Practitioners named Rick as having one of the top financial plans in the Nation.
- ▶ Author of a financial planning case study used by universities throughout the country & has been quoted nationwide by such sources as the Wall Street Journal & CBS Marketwatch.
- ▶ Retained as a keynote speaker by Fortune 500 firms such as AT&T and national charities such as the National Multiple Sclerosis Society.
- ▶ Instrumental in building a regional financial services firm named two years in a row in the Atlanta Business Chronicle's TOP TEN LIST of financial planning firms.
- ▶ Nominated to serve a two-year term on the National Adjudicatory Council (NAC) of the NASD.
- ▶ Nominated for the BBB Torch Award for his commitment to ethical business practices.
- ▶ Admitted into the Paladin Registry—an exclusive listing of the top 10% of investment advisors nationwide.
- ▶ Invited by the CFP Board to be a Subject Matter Expert for the 2012 revision of the CFP Practitioner Exam.
- ▶ Recommended for the FPA's Heart of Financial Planning Award
- ▶ Contributed to "The History of Financial Planning" Second Edition

PHILOSOPHY

- ▶ "You can have anything in life that you want if you just help enough other people get what they want." *Zig Ziglar*



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Richard Van Der Noord, CFP in the news...

NEWSPAPER

INVESTMENT NEWS	SEPTEMBER 2007
GSA BUSINESS	DECEMBER 27, 2004
WALL STREET JOURNAL	JUNE 22, 2003
GSA BUSINESS	JUNE 16, 2003
WALL STREET JOURNAL	JANUARY 19, 2003
WALL STREET JOURNAL	APRIL 2, 2002
CBS MARKETWATCH	MARCH 25, 2002
WALL STREET JOURNAL	JANUARY 29, 2002
CBS MARKETWATCH	NOVEMBER 16, 2001
WALL STREET JOURNAL	MAY 15, 2001
WALL STREET JOURNAL	FEBRUARY 11, 2001
WALL STREET JOURNAL	JANUARY 21, 2001
WALL STREET JOURNAL	FEBRUARY 8, 2000
WALL STREET JOURNAL	SEPTEMBER 28, 1999
WALL STREET JOURNAL	AUGUST 24, 1999
WALL STREET JOURNAL	JULY 27, 1999
RALEIGH NEWS AND OBSERVER	JANUARY 20, 1999
THE DENVER POST	JANUARY 20, 1999
MINNEAPOLIS STAR TRIBUNE	JANUARY 20, 1999
ORANGE COUNTY REGISTER	JANUARY 20, 1999
WALL STREET JOURNAL	JANUARY 19, 1999

MAGAZINE

ATLANTA BUSINESS CHRONICLE	"TOP 10 PLANNING FIRMS"	JUNE 1996
ATLANTA BUSINESS CHRONICLE	"TOP 10 PLANNING FIRMS"	DEC. 1997
THE ADVOCATE		SPRING 1999
THE ADVOCATE		SUMMER 2000
GEORGIA TREND		NOV. 2001
SEASONED IN THE CAROLINAS		2003-2005

TELEVISION

WMYA	FOCUS ON YOUR FINANCES	2004 - 2012
WMAZ 13 - CBS	MIDDAY NEWS	APRIL 2001
WGXA 24 -- FOX	FINANCIAL REPORT	1998 - 2000
WTBS SUPERSTATION	"BETWEEN THE LINES"	AUGUST 1988

RADIO

NPR	SC BUSINESS REVIEW	2003 - PRESENT
WFOM 1230 AM	ATLANTA'S BUSINESS STATION	MAR. 1991
WMAC 940 AM	NEWS/TALK MORNING PROGRAM	1991-2002



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OUR PHILOSOPHY

You can have anything in life you want if you just help enough other people get what they want.

OUR VISION

Every person longs for happiness and peace of mind. Unfortunately, we are not born with the ability to automatically satisfy these longings. Furthermore, the world system we live in today is both fast-paced and complex. Therefore, we see our firm functioning as a four-fold asset to our clients:

- A COACH,
- BODYGUARD,
- INTERPRETER
- PERSONAL TRAINER

The Financial Planning Process is a holistic and ongoing view of a client's entire financial life. It is focused on achieving a client's most important financial goals and results in an investment strategy that significantly increases the likelihood of meeting those goals. Financial Planning is a process that allows us to help control uncertainty by planning for and understanding those things that are certain, thereby minimizing the risk of an adverse result. The Financial Planning Process is customized and unique to each client and offers them choices to increase their confidence in achieving the goals that are most important to them.

Financial planning done well is a "beautiful thing." You are only given one life - MAKE THE MOST OF IT. Let us help you live in comfort and confidence.

When financial planning is done right, it doesn't cost, it pays!

WHO YOU DO BUSINESS WITH MATTERS!

FINANCIAL PLANNING CLIENT BILL OF RIGHTS

In consideration of the mutual benefits to be derived from this relationship...

- 1) The client realizes the need for professional assistance in the attainment and/or maintenance of their important financial goals.
- 2) The client understands that working with a professional, certified, and licensed financial advisor is a relationship and not a transaction.

As with any relationship, it is important to discuss and understand the foundation of the relationship. The following is a BILL OF RIGHTS to help both advisor and client establish realistic expectations.

WHAT YOU SHOULD EXPECT FROM ME

- *You should expect to make a new friend as I can work much harder for people I care about.*
- *You should expect me to work for you and you alone. As an independent advisor, I am not tied to any organization and can do what is in the best interest of my clients without the typical conflicts of interest. Any potential conflict will be disclosed and discussed.*
- *You should expect me to be genuine. The standards and ethics I maintain at the office are the same I require of my wife and three children. I am profoundly conservative by nature and do not intend to change for anyone. If you like me, you will most certainly like my work and what I can do for you.*
- *You should expect me to know you and have a clear understanding of your present situation; where you want to be; and the most prudent solution(s) to make your values become a reality.*
- *You should expect me to be available to you six days a week. Sunday is the Lord's Day and any need of ours can wait until Monday.*
- *You should expect full education and disclosure for all recommendations. As your advisor I will give you every side of an issue and not just the "candy-coated" side.*
- *You should expect to have less anxiety in your life. Having a CFP looking out for you and coaching you provides tangible peace of mind.*
- *You should expect complete confidentiality.*

WHAT I SHOULD EXPECT FROM YOU

- *I expect you to be open and honest. I cannot help you if I don't know your true fears, anxieties, needs, and desires.*
- *I expect to be treated as a professional hired by you to solve your problems. I am not a salesman. When I call or write, it will be important. Please respond as soon as possible.*
- *I expect you to be decisive. After we have fully discussed the merits and basis of a particular recommendation, I am entitled to either a YES or NO. The more I am misled by MAYBE, the less time I have to protect you.*
- *I expect you to promote me to others. If I perform to your satisfaction, I am entitled to referrals. I will never embarrass you. In addition, by not having to spend time prospecting for new clients, I can invest more time helping you.*



VanDerNoord Financial Advisors, Inc. Service and Fee Disclosure

Version 9-2020

	BASIC	PRO	CONCIERGE
Data Gathering Meeting	✓	✓	✓
Goals Analysis	✓	✓	✓
Portfolio & Cash Flow plan	✓	✓	✓
Risk Management and Legacy Plan			✓
Plan Review Meeting			✓
Goals Funding Report & Portfolio Performance - Quarterly	✓	✓	✓
Daily Monitoring and Monthly Portfolio Valuation Updates	✓	✓	✓
Monthly E-memo	✓	✓	✓
Portfolio Selection	✓	✓	✓
Portfolio Oversight and monitoring	✓	✓	✓
Portfolio Rebalancing	✓	✓	✓
Cost Basis Tracking	✓	✓	✓
Account Maintenance	✓	✓	✓
Required Minimum Distribution Calculation and Compliance	✓	✓	✓
Interim Reviews as needed	✓	✓	✓
Annual Audit of Financial Plan		✓	✓
Priority Access to Advisor and staff		✓	✓
Surviving Spouse Services			✓
Limited Consultation to Family Members (preapproval required)			✓
Access to Office Equipment			✓
Document Storage			✓
Action Alerts			✓
Managed Asset Minimums	\$500k	\$750k	\$1mil
Asset-based Fee (on all agreed-upon assets)			
\$0 - \$500,000	1.30%	1.30%	1.30%
\$500,000 - \$1,000,000	1.20%	1.20%	1.20%
\$1,000,000 - \$2,000,000	1.10%	1.10%	1.10%
\$2,000,000 - \$2,250,000	0.60%	0.60%	0.60%
>\$2,250,000	0.00%	0.00%	0.00%
Service-based Fee			
• First Year <i>(waived with AUM > \$2,250,000)</i>	n/a	n/a	\$5,000
• Subsequent Years -billed \$500/Quarter	n/a	n/a	\$2,000
• Per Occurrence - \$250/hour - \$1,000 minimum	TBD	TBD	TBD

NAPFA: CONSUMER TOOLS

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



Comprehensive Financial Advisor

TV ads may talk about your hopes and dreams, but ultimately salespeople focus almost exclusively on selling investment products and insurance. Your financial situation is complex; a truly comprehensive financial advisor will analyze your current condition, make prudent recommendations and support you along the way.

The Comprehensive Financial Advisor Diagnostic, 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 engaging the right advisor for you.

1. What is your educational background?

College Degree: Yes No Area of Study: BBA-FINANCE
Graduate Degree: Yes No Area of Study: _____

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

NAPFA-Registered Financial Advisor Certified Public Accountant/Personal Financial Specialist (CPA/PFS)
Certified Financial Planner (CFP) Master of Science, Financial Services (MSFS)
Chartered Financial Consultant (ChFC)

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

Less than 2 years 2-5 years 5-10 years 10+ years SINCE 1982

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

Yes No

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

Yes No

Comprehensive Financial Advisor Diagnostic

6. How many clients do you work with? WE KEEP OUR CLIENT RELATIONSHIPS BELOW 65

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

Yes No

8. Will you or an associate work with me?

I will An associate Work as a team

(If an associate will be the primary contact, complete questions 1-8 for each associate as well.)

9. Will you sign the Fiduciary Oath below?

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

10. Do you have a business continuity plan?

Yes No

COMPENSATION

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.

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

Fee-Only (as calculated below):

Hourly rate of \$ 250 /hour

Flat fee (Range and Explanation) N/A

Percentage 0.95 % to 0.25 % of AUM (AUM, Net worth, etc.)

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

Fee and Commissions (fee-based)

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

Comprehensive Financial Advisor Diagnostic

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

Yes No

13. Do you have a minimum fee?

DO YOU HAVE A MAXIMUM FEE?

Yes No

Yes

If yes, please explain \$10,000/year We also have a fee cap of \$25,000/year

14. 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: _____

15. 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

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

Yes No

17. 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

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

Yes No

If yes, please explain N/A

SERVICES

19. 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)

Goal setting

Estate planning

Cash management & budgeting

Insurance needs

Tax planning

Education funding

Investment review & planning

Retirement planning

Other: _____

20. Do you provide a comprehensive written analysis of my financial situation and recommendations?

Yes No

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

Yes No

Comprehensive Financial Advisor Diagnostic

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

Yes No

23. Other than receiving my permission to debit my investment account for your fee, do you take custody of, or will you have access to, my assets?

Yes No

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

Yes No

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 be registered with either the U. S. Securities & Exchange Commission (SEC) or the regulatory agency of the state in which the individual/firm conducts business.

25. I am (or my firm) is registered as an Investment Advisor?

Yes (In the State of SC) 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 (www.sec.gov) under the "Investor Information" section.

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 a part of a preliminary screening. NAPFA recommends that individuals from at least two different firms be interviewed.

Diagnostic Answer Key

Once you have a completed Diagnostic in hand it's time to evaluate the responses. NAPFA provides the following Answer Key based on the long-standing ideals of the organization:

Question #1 – Although not currently required by applicable regulatory authorities, NAPFA believes that a financial advisor should have an advanced education in financial planning topics such as investments, taxes, insurance, or estate planning in addition to a college degree. Also, NAPFA believes that your planner should be required to participate in continuing professional education to keep his/her knowledge base current.

Question #2 – There are a number of professional certifications or designations financial advisors can obtain, and each requires a different level of Continuing Education requirements to maintain. It is important to take the Continuing Education requirements into account when selecting an advisor, since one may assume the more Continuing Education required by the governing body she/he belongs to, the more knowledgeable the advisor. Continuing Education also helps advisors stay on top of trends in the industry, which should help them make better recommendations for your financial situation.

• NAPFA-Registered Financial Advisor	= 60 hrs every 2 years
• Certified Financial Planner (CFP)	= 30 hrs every 2 years
• Chartered Financial Consultant (ChFC)	= 30 hrs every 2 years
• Certified Public Accountant/Personal Financial Specialist (CPA/PFS)	= 60* hrs every 3 years (min.)
• Financial Planning Association Member	= No CE required

* Requirement ranges between 60 and 135 hours every three years based on total hours of business experience.

Question #3 – Just because someone has one of the above listed designations does not by itself mean that person is a truly competent financial advisor. You should carefully examine a person's background and experience when choosing an advisor; someone who has been in the industry longer and provides comprehensive financial planning may be a better fit for you, especially if you have a complicated financial situation.

Question #4 – If you request, the financial advisor filling out the Diagnostic should also be willing to share the name of another financial professional with whom he/she has worked. By talking with another financial professional who is familiar with the prospective financial advisor you might be better able to learn more about their abilities and strategies for recommending prudent courses of action. Privacy laws severely limit an advisor's ability to share client information.

Question #5 – Be wary of a financial advisor who has been disciplined by a professional or regulatory body. In many cases, financial advisors who are disciplined are being held accountable for imprudent advice or abuse. You should, however, give an advisor the opportunity to explain his/her side of the disciplinary incident.

Question #6 – Personal attention is important when engaging a financial advisor. The number of clients an advisor works with will help you better understand how much attention she/he will be able to devote to you and your situation. If the number of clients seems excessive, ask how advising that many clients will affect your relationship.

Question #7 – By knowing what other business ventures a financial advisor is involved in, you will better understand if there are any conflicts of interest with regard to the advice that you might receive. This is especially important if the advisor is involved with any other investment related entity. If there is a relationship in place with another conflicting organization, ask for a detailed account of how that relationship will impact the advice she/he will provide you.

Question #8 – When engaging a financial advisor, you will want to know whether you will be working with that person directly or another qualified professional who is part of a team. If the advisor indicates that an associate will primarily work with you, ask to meet that person prior to commencing the relationship.

Question #9 – Accountability is important in financial planning. While there are many people in the financial services industry who profess to have the client's best interests at heart, they still may make recommendations that present a conflict of interest. NAPFA requires all of its members to sign a Fiduciary Oath; this helps to ensure that each client's best interests, not the advisor's, are always a priority.

Question #10 – A concern for many clients is they will retain the services of a financial advisor who might soon retire, pass away, or transition completely out of financial services. If any of these events were to occur, what would happen to you? You should ask your prospective financial advisor if she/he has a plan in place to address any potential situations whereby she/he might no longer be able to provide services.

Diagnostic Answer Key

Question #11 – How should a financial advisor charge for services? The members of NAPFA firmly believe that financial advisors should charge Fee-Only. Although NAPFA recognizes that financial planners can provide services on a commission basis, it is NAPFA's core position that a Fee-Only engagement removes the potential conflicts of interest that are inherent in a commission relationship.

Question #12 – Prior to formalizing a relationship, a financial advisor should always provide you information which clearly discloses how she/he will be compensated: Fee-Only, commissions, etc. Ask for this information prior to commencing a relationship, and if there are any corresponding conflicts of interest presented by the compensation arrangement.

Question #13 – Financial advisors may charge a minimum fee for services they render. If you have limited financial planning needs and/or a small portfolio, paying a minimum fee may not be in your best interests. If that is your situation, search for an advisor who will provide you professional advice on a flat-fee, project, or hourly basis.

Question #14 – While NAPFA encourages you to consider using a Fee-Only Financial Advisor to minimize the potential for conflicts of interest, you may instead select an advisor who accepts commissions. Financial advisors who are compensated based on commissions should be able to explain how they are compensated and identify what percentage of their compensation is derived from the sale of various commission-based investment products and/or securities trading.

Question #15 – Ask your prospective financial advisor if she/he is limited to presenting certain types of investments or investment products to you. If so, inquire why she/he is limited, and how this might impact the success of attaining your goals and/or the amount of fees to be paid.

Question #16 – As you work with a financial advisor, other needs revolving around important financial issues will become evident. Certain advisors, for example, recommend attorneys, accountants, insurance agents, and mortgage brokers to their clients. You should inquire whether the financial advisor will receive a referral fee from the recommended professional. If the financial advisor does receive a referral fee or some other type of compensation from the professional(s) that she/he may recommend to you, you should seriously consider this conflict of interest prior to engaging the recommended professional.

Question #17 – Some mutual fund and investment product sponsors pay 12b(1) and similar fees. A financial advisor who receives 12(b)1 fees or “trailers” is not a Fee-Only Financial Advisor. Trailing fees may negatively impact you, because typically the product sponsor charges shareholders higher fees and then pays a portion of the money to the financial advisor on an ongoing basis.

Question #18 – Commission-based advisors may receive higher commissions on certain products they sell than on others. This may influence their decision to recommend investment products that are not in your best interest. Ask your prospective financial advisor how his/her recommendation might impact the success of attaining your goals and/or the amount of fees to be paid. Fee-Only advisors do not have this conflict of interest; they are able to recommend investments based solely upon your specific needs.

Question #19 – Many financial professionals loosely use the term “Comprehensive” in describing their range of financial planning services. Financial planning is generally much more than simply developing a plan for primarily short-term objectives and reviewing the plan when appropriate. Comprehensive financial planning typically covers a wide range of both short- and long-term financial issues and addresses your personal goals, objectives and significant life cycle events. The more services your financial advisor provides, the greater your odds of receiving truly comprehensive financial planning.

Question #20 – The financial advisor that you engage should be willing and able to provide you with a written analysis of your current financial situation as well as appropriate corresponding recommendations to help you accomplish your objectives. This written analysis can serve as the starting point for beginning your client/advisor relationship.

Question #21 – The development of a comprehensive financial plan is the initial step to properly assessing your finances. A plan, however, has little value until it is implemented. As opposed to 'going it alone', consider having your financial advisor implement the plan. Fee-Only advisors can often reduce your investment costs by investing in assets with reduced annual expenses and no related sales commissions.

Question #22 – Some consumers find regular or periodic reviews and on-going communication necessary to remain on track toward achieving financial objectives. If this level of involvement is important to you, make sure the financial advisor you hire provides this ongoing support.

Diagnostic Answer Key

Question #23 – While allowing an advisor to debit your investment account for her/his fee is fairly typical, you should avoid permitting an advisor to have physical “custody of your investment assets”, or the ability to make withdrawals or transfers from your account(s) without express specific prior written consent prior to each such withdrawal or transfer. Generally, Fee-Only advisors will not expose their clients to these “custody” type situations. When you use a Fee-Only advisor, an unaffiliated brokerage firm will usually maintain physical custody of your investment assets.

Question #24 – If you grant an advisor “discretionary” trading authority over your investment account, the advisor can place orders to either buy or sell securities without consulting with you ahead of time. If you have granted your advisor “non-discretionary” trading authority, the advisor must obtain your approval prior to making any transactions in your account. If you are going to grant “discretionary” authority to your advisor, prior to making the initial investments, it is advisable to have a written document setting forth the terms and conditions of the discretionary engagement (usually set forth in an Investment Management Agreement). Additionally you should receive a corresponding written document setting forth the investment parameters for the accounts to be managed (i.e. investment objectives, percentage allocations, restrictions, etc), often referred to as an Investment Policy Statement. Of course, you should always continue to monitor the activity within your investment account to make sure that transactions are within the parameters of an agreed-upon investment policy.

Question #25 – NAPFA believes that any financial advisor offering comprehensive financial planning services should be registered as an investment advisor with either the U.S. Securities and Exchange Commission (SEC) or with the state regulatory agency within the advisor's state. Information pertaining to both SEC registered investment advisors (and the vast majority of state registered investment advisors) is set forth on Part I of the advisor's Form ADV (see www.sec.gov). Unlike other investment professionals, only registered investment advisors owe a fiduciary duty under law to their clients (i.e. they are required to always act in the best interests of their clients and to make full and fair disclosure of all material facts, especially when the adviser's interests may conflict with those of the client).



For more helpful tools you can use to find a financial advisor, visit www.NAPFA.org and click on the Consumer Information section.