

Financial Planner Interview

How to Choose a Financial Planner

Tough Questions to Ask

THE NATIONAL ASSOCIATION OF
PERSONAL FINANCIAL ADVISORS
355 WEST DUNDEE ROAD, SUITE 200
BUFFALO GROVE, IL 60089
1-888-FEE-ONLY

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

Background and Experience

The background of financial planners can vary as much as the services offered. The planner's education and experience should demonstrate a solid foundation in financial planning and a commitment to keeping current. In addition to the following questions, ask the planner to describe his or her specific financial planning work experience.

1. What is your educational background?

- College degree
Area of study Psychology
- Graduate degree
Area of study Finance

Financial planning education & designations:

- Certified Financial Planner (CFP)
- Chartered Financial Consultant (ChFC)
- CPA/PFS
- Other CFA

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

- Less than 2 years
- 2 – 5 years
- More than 5 years

3. What continuing education in financial planning do you pursue?

- 1 – 14 hours of professional education each year
- 15 – 30 hours of professional education each year
- At least 30 hours of professional education each year

4. Are you a member of any professional financial planning associations?

- Financial Planning Association (FPA)
- National Association of Personal Financial Advisors (NAPFA)
- Other: Association for Investment Management and Research (AIMR)

5. Will you provide me with references from clients?

- Yes
- No

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

- Yes
- No

7. Will you, or an associate work with me?

- Myself
- Associate

Services

Financial planners provide a range of services. It is important to match client needs with services provided.

1. Does your financial Planning service include:

A review of my goals.

Advice on:

Cash management & budgeting

Tax planning

Investment review & planning

Estate planning

Insurance needs in the area of life, disability, health, and property/casualty

Retirement planning

Other: At your request

Yes, all of the above, with ongoing asset management clients only. No stand-alone financial planning services are offered.

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

Yes _ No

3. Does your financial planning service include recommendations for specific investments or investment products?

Yes _ No

Do you offer assistance with implementation?

Yes _ No

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

Yes _ No

5. Do you take possession of, or have access to my assets?

_ Yes No

Compensation

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

1. How is your firm compensated?

Fee Only

_ Commission Only

_ Fee and Commissions

_ Fee offset

How is your compensation calculated?

Fee only (as calculated below)

Based on hourly rate of \$300

_ Flat fee _____

Percentage of assets under management: (annually: 1% for the first \$1,000,000, plus 0.8% for assets over \$1,000,000, plus 0.6% for assets over \$2,000,000).

Are fees capped?

_ Yes No

_ Commission only that clients buy from a firm with which you are associated.

_ Fee and commission ("Fee based")

_ Fee offset. You charge a flat fee against which commissions are offset. If the commissions exceed the fee, is the balance credited to me?

_ Yes _ No

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

- 0 % Insurance products
- 0 % Annuities
- 0 % Mutual funds
- 0 % Limited partnerships
- 0 % Stocks and bonds
- 0 % Coins, tangibles, collectibles
- 0 % Other _____
- 0 % Total

3. 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

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.

1. Are you or your firm registered as an Investment Advisor with the SEC?

Yes No

2. Are you or your firm registered as an Investment Advisor with the state?

 Yes No

If not registered with either the SEC or any state, please indicate the allowable reason for non-registration:

Please provide a copy of your registration with the securities and exchange commission (Form ADV Part II) and/or your state, as required by the SEC under the Investment Advisors Act of 1940 and subsequent changes.

Gayle H. Buff

Signature of Planner

Buff Capital Management

Firm Name

3/31/2004

Date