FINANCIAL PROFESSIONAL QUESTIONNAIRE

8.2019

Print this helpful list and bring it with you as you meet prospective financial professionals so you can take notes. These questions are arranged starting with basic background information and leading to the specifics of your relationship — but you can ask them in any order.

MY FINANCIAL PROFESSIONAL NOTES

DATE ....

FINANCIAL PROFESSIONAL'S NAME ....

FINANCIAL PROFESSIONAL'S FIRM ....

PHONE NUMBER ....

EMAIL ADDRESS ....

1 What made you decide to become a financial professional?

2 What's the biggest lesson you learned in your first 3 years of business?

How has that lesson impacted your practice over time?

3 What is your business model?

Is it based on asset and wealth management, a transactional basis, full discretionary account management or something else?

4 What type of investment products do use to build diversified portfolios for your clients?

Are there any product categories that you avoid in your practice?

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5 **How much emphasis do you put on retirement income planning?**

How would you structure an income portfolio, including Social Security, for a retiree? How do you help your clients manage different types of risk like bear markets and longevity risk?

6 **What is your minimum account size for new clients?**

7 **How are you compensated?**

Is it based on commissions, assets under management, fees, an annual retainer, or some combination of these? What would be the cost to me as a client?

8 **Do you have a network of other professionals (such as CPAs, attorneys, or product specialists) that you have access to if needed for special circumstances?**

9 **How do you prefer to communicate with your clients?**

How often will we communicate? Will I only communicate with you or others from your firm?

10 **What do you expect from your clients?**