

# CHECKLIST

## *For Interviewing a Financial Advisor*

Planner Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Date: \_\_\_\_\_

1) Do you have experience in providing advice on the topics below?  
If yes, indicate the number of years.

- Retirement planning \_\_\_\_\_

- Investment planning \_\_\_\_\_

- Tax planning \_\_\_\_\_

- Estate planning \_\_\_\_\_

- Insurance planning \_\_\_\_\_

- Integrated planning \_\_\_\_\_

- Other \_\_\_\_\_

2) What are your areas of specialization? What qualifies you in this field?

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3) a. How long have you been offering financial planning advice to clients?

- Less than one year
- One to four years
- Five to 10 years
- More than 10 years

b. How many clients do you currently have?

- Less than 10 clients
- 10 to 39
- 40 to 79
- 80+

4) Briefly describe your work history.

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5) What are your educational qualifications? Give area of study.

- Certificate \_\_\_\_\_
- Undergraduate degree \_\_\_\_\_
- Advanced degree \_\_\_\_\_
- Other \_\_\_\_\_

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6) What financial planning designation(s) or certification(s) do you hold?

- CERTIFIED FINANCIAL PLANNER™ certification
- Certified Public Account-Personal Financial Specialist (CPA-PFS)
- Chartered Financial Consultant (ChFC)
- Other \_\_\_\_\_

7) What financial planning continuing education requirements do you fulfill?

\_\_\_\_\_ hours every \_\_\_\_\_

8) What licenses do you hold?

- Insurance
- Securities
- CPA
- J.D.
- Other \_\_\_\_\_

9) a. Are you personally licensed or registered as an Investment Adviser with the:

- State(s)? \_\_\_\_\_
- Federal Government? \_\_\_\_\_

If not, why not? \_\_\_\_\_

b. Is your firm licensed or registered as an Investment Adviser with the:

- State(s)? \_\_\_\_\_

- Federal Government? \_\_\_\_\_

If not, why not? \_\_\_\_\_

c. Will you provide me with your disclosure document Form ADV Part II or its state equivalent?

- Yes

- No

If no, why not? \_\_\_\_\_

10) What services do you offer? \_\_\_\_\_

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11) Describe your approach to financial planning.

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12) a. Who will work with me?

- Planner

- Associate(s) \_\_\_\_\_

b. Will the same individual(s) review my financial situation?

- Yes

- No

If no, who will? \_\_\_\_\_

13) How are you paid for your services?

- Fee
- Commission
- Fee and commission
- Salary
- Other \_\_\_\_\_

14) What do you typically charge?

a. Fee:

Hourly rate \$ \_\_\_\_\_

Flat fee (range) \$ \_\_\_\_\_ to \$ \_\_\_\_\_

Percentage of assets under management \_\_\_\_\_ percent

b. Commission

What is the approximate percentage of the investment or premium you receive on: stocks and bonds \_\_\_\_\_; mutual funds \_\_\_\_\_; annuities \_\_\_\_\_; insurance products \_\_\_\_\_; other \_\_\_\_\_

15) a. Do you have a business affiliation with any company whose products or services you are recommending?

- Yes
- No

Explain \_\_\_\_\_

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b. Is any of your compensation based on selling products?

- Yes
- No

Explain \_\_\_\_\_

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c. Do professionals and sales agents to whom you may refer me send business, fees or any other benefits to you?

- Yes
- No

Explain \_\_\_\_\_

d. Do you have an affiliation with a broker/dealer?

- Yes
- No

Explain \_\_\_\_\_

e. Are you an owner of, or connected with, any other company whose services or products I will use?

- Yes
- No

Explain \_\_\_\_\_

16) Do you provide a written client engagement agreement?

- Yes

- No

If no, why not? \_\_\_\_\_

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