

Checklist for Interviewing a Financial Planner

Planner's 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?

3. What qualifies you in this field?

4. 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

5. How many clients do you currently have?

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

6. Briefly describe your work history.

7. What are your educational qualifications? Give area of study.

- Certificate

- Undergraduate degree
- Advanced degree
- Other

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

- Certified Financial Planner™ or CFP®
- Certified Public Accountant/Personal Financial Specialist (CPA/PFS)
- Chartered Financial Consultant (ChFC)
- Other

9. What financial planning continuing education requirements do you fulfill?

10. What licenses do you hold?

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

11. Are you personally licensed or registered as an Investment Adviser with the:

- State(s)?
- Federal Government?

If no, why not?

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

- State(s)?
- Federal Government?

If no, why not?

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

- Yes
- No

If no, why not?

14. What services do you offer?

15. Describe your approach to financial planning.

16. Who will work with me?

- Planner
- Associate(s)

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

- Yes
- No

If no, who will?

18. How are you paid for your services?

- Fee
- Commission
- Fee and commission
- Salary
- Other

19. 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 _____

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

- Yes
- No

Explain:

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

- Yes
- No

Explain:

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

- Yes
- No

Explain:

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

- Yes
- No

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

- Yes
- No

Explain:

25. Do you provide a written client engagement agreement?

- Yes
- No

If no, why not?

To Check the Disciplinary History of a Financial Planner or Adviser

Certified Financial Planner Board of Standards, Inc.
888-237-6275 - www.CFP.net/

North American Securities Administrators Association
202-737-0900 - www.nasaa.org

National Association of Insurance Commissioners
816-842-3600 - www.naic.org

Financial Industry Regulatory Authority (FINRA)
800-289-9999 - www.finra.org

National Fraud Exchange (fee involved)
800-822-0416

Securities and Exchange Commission
202-942-7040 - www.sec.gov

To Find a Financial Planner in Your Area

Financial Planning Association
800-282-7526 - www.fpanet.org

National Association of Personal Financial Advisors
888-333-6659 - www.napfa.org

American Institute of Certified Public Accountants/Personal Financial Planning Division
888-999-9256 - www.aicpa.org

Society of Financial Service Professionals
888-243-2258 - www.financialpro.org