



*Plan Well. Invest Well. Live Well.*

## **8 Questions to ask a Prospective Financial Advisor**

The following questions are designed to help you see “behind the curtain” of any firm with whom you might entrust your financial future. For your convenience, we’ve included our answers.

### **(1) Are your recommendations truly in my best interest?**

Imagine going to your doctor with a concern about your heart, and before running any tests, the doctor tried to sell you a pacemaker. The doctor then explained that you needed to act today before prices went up. Later you learned that the doctor was paid extra to promote this particular brand of pacemaker. While absurd for the medical profession, this scenario closely resembles much of the investment world.

As a firm, we take very seriously our fiduciary duty to always act in the client’s best interest (vs. just trying to sell you a product). In addition to a legal obligation, for 16 years, our firm has been built on a foundation of placing the client’s interest before any thoughts of our own compensation. We recommend for clients the same investment and tax strategies used in our personal accounts and the accounts of our immediate family members. Our commitment to honest and ethical behavior has allowed us to build a very successful firm.

[Click here to view an enlightening 2-minute video](#) that compares fiduciaries and stock brokers to butchers and dieticians.

See our [Fiduciary Pledge](#).

**(2) Will your recommendations be primarily focused in one area, or will your recommendations be comprehensive in nature? In other words, will I need to find another advisor for advice in other areas?**

For our clients, we serve as a single point of contact for all their financial needs. As a CERTIFIED FINANCIAL PLANNER™ professional this includes coordinating every aspect of their financial needs. Each of our clients has a financial plan and financial action checklist detailing all of the actions needed to achieve their financial goals. As needed, these action items are coordinated with accountants, attorneys, and other professionals.

**(3) Do you have the knowledge and experience necessary to successfully navigate the complicated financial planning and tax world to achieve my financial goals?**

Dr. Chris Mullis is a CERTIFIED FINANCIAL PLANNER™ professional and has a doctorate degree in astrophysics. Each year he studies countless pages of financial texts and is mentored by the country's top minds in financial, legal and tax planning. He has been serving clients for 16 years with \$60 Million of assets under advisement. In addition, Dr. Mullis is assisted by Drs. James Irwin and David Berger who have been with the firm since its inception in 2006.

**(4) How many clients do you serve and how does their situation compare to mine?**

We currently serve approximately 65 clients, totaling \$60 Million in combined assets. We have intentionally limited the size of our practice to ensure all of our clients receive the service they require to achieve their financial goals. The majority of our clients are retired, or close to it. Our clients' investments typically range from \$750,000 to over \$4,000,000. We primarily focus on the investment, tax and legal issues related to retirement.

## **(5) What is your planning process in plain English?**

We're going to walk you through your estate plans -- wills, trusts, healthcare directives, durable powers of attorney, and we're going to get these things done. We're going to talk about risk management, which is a fancy way of saying insurance. We're going to go through all your insurances -- life, health, disability, long term care. We're going to talk about retirement income. Where's your money going to come from? What are your goals? What are your desires? What are the things you truly want to do? We're going to optimize your investments and lower your lifetime tax bill. That is comprehensive financial planning: (1) Estate, (2) Risk Management, (3) Retirement Income, (4) Investment, and (5) Tax Planning.

## **(6) How often will I hear from you?**

After our surge of initial planning, we typically meet twice annually. Education is a big focus for our firm. We publish a weekly newsletter explaining what the headlines mean for our clients and breaking down important retirement topics in plain English. Each quarter we provide a detailed performance report that clearly displays what is going on in your investment accounts. In addition, clients are always welcome to call or email any questions or concerns at any time for prompt assistance.

## **(7) Will you help me solve any and all financial problems I may encounter?**

Yes. We have assisted clients in solving an assortment of financial issues such as 401(k) plans, IRS audits, family deaths, disability, tax issues, real estate, debt, Social Security, Medicare, health insurance, college, gifting and almost any other financial issue imaginable. While we certainly don't have all the answers, through our network of resources, we will not stop until a solution has been found.

## **(8) Where do you keep my money and how can I see it?**

For your convenience and safety, we use Goldman Sachs as the custodian for our client assets. Goldman Sachs oversees more than \$2 Trillion in assets worldwide. As custodian, Goldman Sachs holds your funds and provides reporting to you and the IRS. Your accounts can be viewed at any time at [FolioClient.com](https://FolioClient.com).