

6 Critical Questions To ask your Financial Advisor

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In 30 years as a financial advisor, I have been asked some very good questions by families and institutions who were considering hiring our firm for financial planning or wealth management. Here is a list of some of the most important ones. Consider asking these questions during an initial interview with a new financial advisor... or when meeting with your existing advisor.



1. How will you be compensated?

Some advisors charge an hourly fee to provide financial advice and, if you hire them to manage your money, a percentage of the assets they manage for you. Others charge you nothing... but earn a commission on the investment or insurance products they sell you. It is



critical that you understand how they are compensated right from the beginning because ultimately you are the one paying them- either directly or indirectly. Over the years, I have had many retirees who already had a financial advisor meet with me for a second opinion or initial analysis. One of the first questions I ask is... How are you compensating your current financial

advisor? In many cases, the person either didn't know or thought they were not paying anything... only for us to discover that the investments they owned carried exorbitant fees as high as 3.5% annually. You have worked very hard over the years to accumulate your wealth. Insist on knowing how your advisor will be compensated and, if he or she is not willing to disclose that clearly, find another advisor.

2. What are your qualifications?

Think like an employer. Find out what qualifies the advisor to provide financial advice. Sadly, it is very easy for just about anyone to call themselves a financial advisor. Check to see if he or she is a CERTIFIED FINANCIAL PLANNER (CFP®), a Certified Public Accountant Personal Financial Specialist (CPA-PFS) or a Chartered Financial Consultant (CHFC). Each of these designations requires the advisor to have a comprehensive understanding of investments, taxes, insurance, and retirement planning. Each designation also requires the advisor to take continuing education to maintain their certifications.

3. What is your overall philosophy regarding financial planning and investment management?

A good advisor should be able to describe the approach and process their firm uses to create financial plans and manage money. The process should be time-tested and repeatable. You should ask to see a sample financial plan and a sample investment portfolio for an existing client who has a financial situation similar to yours. At Golden Pond, our planning process is thorough, and the investment management process is disciplined and conservative. As a result, we tend to attract clients who are interested in growing and protecting their wealth over decades by following a clearly defined investment allocation strategy.

Be sure to ask about the advisor's overall investment product mix and proprietary investments, too. An advisor can hold themselves out as being objective but if the recommended product mix is 90% in one type of investment, you may not be getting

objective advice. In addition, you should find out if any of the investments recommended are products of the advisor's firm and, if so, whether they receive additional compensation for recommending them. Any conflicts of interest like this should always be disclosed.

4. How many clients do you work with and who is your typical client?

Most advisors start their practices accepting all clients who are interested in working with them and over time may end up with way more than one advisor can handle. I know sole practitioner advisors who have over one thousand clients!! Providing personalized and attentive financial advice and investment management with that many clients is impossible, especially during market corrections.

In addition, many advisors do not establish account minimums and work with clients of all ages and net worth. That doesn't necessarily make them bad advisors, but if you are ready to retire and hire an advisor to manage your million- dollar portfolio, would you prefer one who has no minimum and has 700 clients of all ages or... one who has a client base that is primarily retirees, has 120 clients and a minimum account size of \$500,000?

5. What is your client retention rate?

This answer can say a lot about the quality of the advice and service being offered by the advisor. A small amount of client turnover is normal and can happen due to relocations, divorces, deaths, etc. However, if the advisor you are considering consistently loses more than 5% of their clients per year, then you may have a warning sign to which you should pay close attention.

6. What is the average tenure and qualifications of your support staff?

Once again, this is a question we are always asked by institutions but rarely by individuals and families. If the advisor you are considering is backed by an experienced staff that has been

together for many years and has industry-standard qualifications, then you are much more likely to be hiring a team with a repeatable process in place to help you manage and protect your wealth. When we are selecting an investment for a client's portfolio, one of the most important factors is the average tenure of senior management at the company; you should use the same standard when considering an advisor and their firm.

Hiring a financial advisor is a process which should be undertaken with great care and diligence. It should be considered a major investment of both time and money in the financial future of your family. Ultimately, YOU are the boss of the team of financial professionals you hire — CPAs, insurance agents, attorneys, financial advisors — and YOU should be in control and constantly engage with them to successfully manage your wealth.



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