

Financial Advisor Interview Questionnaire

Print Form

1. Why did you become a financial planner?

To help people make good financial decisions after providing information on which they can base a decision in accordance with their expressed goals.

2. What is your educational and experiential background as it relates to personal financial planning?

More than 12 years of providing direct hourly advice after positions with a money management firm; two bank trust departments; life insurance company and a commercial real estate firm.

3. What are your financial planning credentials/designations and affiliations?

- CERTIFIED FINANCIAL PLANNER™ Professional
- CPA/Personal Financial Specialist (CPA/PFS)
- NAPFA - Registered Financial Advisor
- NAPFA - Provisional Member
- Chartered Financial Consultant (ChFC)
- Certified Public Accountant (CPA)
- Chartered Financial Analyst™ (CFA)
- Other (i.e. MBA, JD, EA, CLU, RFC): _____

4. What are your areas of specialty?

Generalist plus deep knowledge and experience in life, health and disability insurance and income producing property acquisition, management and disposition.

5. Please describe your most common engagement / service provided? And the type of client or client situation you target?

Most common clients are 30 somethings worried about debt, and saving for college and retirement; 50 somethings worried about the same things; and single, widowed, divorced women worried about not outliving their resources.

6. Are you a registered representative of any broker/dealer? No

Are you a licensed insurance agent with any company or agency? No

If so, which one(s)?

7. Are you a registered investment adviser? Yes _____ with the SEC? _____ or State(s) of: MD. _____

DC, VA, NY and CA

8. Are you a fiduciary? Ys _____

9. How are you compensated?

a. Fee-Only, please define method of determining fees:

Client pays direct on an hourly or project bid basis.

b. Commissions Only:

c. Fee and Commissions (fee based), provide typical breakdown:

d. Other:

10. Do you have minimums for assets, account size, annual fees paid, etc? And what is your typical fee or charge for an initial engagement?

No minimums. Typical fee is 11 hours for comprehensive financial planning that includes a year's worth of service and that would amount to a bid of \$3,850 - \$4,200. Many clients pay less than the lower bid number because it took us less time than estimated.

11. Do you provide a written agreement detailing the total amount of compensation and services that will be provided in advance of an engagement?

We have a standard two page hourly agreement that is provided before the intial meeting along with an agenda and list of our services.

12. Do you provide a thorough written analysis of one's financial situation and recommendations?

We provide a report and detailed background information on our recommendations. We have samples to show prospective clients in the intial meeting.

13. Do you offer assistance with implementation with the plan? Please elaborate.

We are willing to complete forms and have conference calls with the client and the custodian to complete transactions to implement our recommendations.

14. Will you provide a second opinion or one time review?

We are always happy to provide second opinions in all areas where we have demonstrated expertise including real estate, life, health and disability insurance, and general financial planning and investment management.

Signature of Planner: /s/ James F. (Jim) Ludwick _____ Date: March 22, 2015 _____

Firm Name: MainStreet Financial Planning, Inc. _____