



NAVIGATING OPTIONS AND ENSURING UNBIASED ADVICE

Choosing the Right Financial Advisory Firm with Confidence

In a world filled with financial advisors all vying for your attention, it can be overwhelming to determine who truly has your best interests at heart. Get comprehensive services, clear strategies, and unbiased advice by using the right framework and asking the right questions.

STEP 1: EVALUATE YOUR NEEDS

What financial services do you really need? Do you need investment management, or are you looking for retirement and cash flow planning services? Or both? Do you need estate planning services? How about tax preparation or tax planning? Maybe you need all the above.

What type of investor are you? What are your investment preferences and what is your experience? Do you wish to be in control and make all the buy, sell and rebalancing decisions or would you rather delegate to a professional firm? Do you have a preferred investment philosophy? How do you define financial success?

STEP 2: EXPLORE ADVISOR FIRM OPTIONS

It's time to do your due diligence on advisor teams and to evaluate your options. This guide provides a structured approach to help you explore your choices. Start by using our Value of Advice 4C's Framework to establish the foundation and a filter for your decisions. Determine what parts of the service offering you value most. Supplement the Four Cs with our 15 Questions to Ask when Choosing an Advisory Firm. Each question offers insights into the services you're reviewing.

The Value of Advice Four C's Framework

Your money and future deserve the highest standard of care. By utilizing the Value of Advice Four C's Framework, you can evaluate whether you're receiving the value you deserve from your advisor team. Ensure they meet these criteria to achieve the financial success and peace of mind you seek.

COMPETENCE:

- Financial planning
- Holistic integration
- Investment selection and monitoring
- Asset allocation and rebalancing
- Risk management
- Income strategies
- Tax/estate considerations
- Specialized expertise

COACHING:

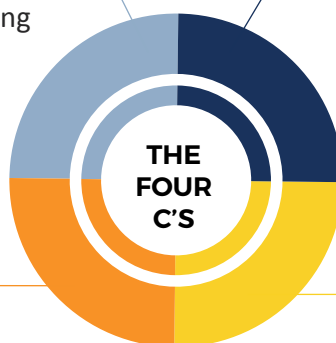
- Peace of mind
- Education
- Objective feedback
- Adherence to plan and goals
- Emotions, biases, and stress
- Trusted second opinion
- Life/business transition

CONVENIENCE:

- Time savings
- Personalized service
- Coordinate trusted professionals
- Reporting
- Integrated technology

CONTINUITY:

- Spouse involvement
- Children engagement
- Multigenerational planning
- Legacy
- Philanthropy



1. COMPETENCE:

This is about ensuring your advisory team are experts in their field. Competent teams excel in investment management, financial planning, and tax and estate planning. They should have a well defined investment philosophy and provide a personalized plan that includes asset allocation and rebalancing, tailored to your financial goals.

2. COACHING:

The emotional rollercoaster of investing requires a steady hand. A good coach offers behavioral guidance, helping you stay disciplined during market fluctuations. They educate you on investment philosophies and provide historical perspectives, ensuring you make informed decisions.

3. CONVENIENCE:

Time is a precious commodity, especially for busy individuals. An advisory team should save you time by handling the complexities of your portfolio, offering holistic services that integrate investments, planning, and taxes. This seamless approach allows you to enjoy your life while knowing your finances are in good hands.

4. CONTINUITY:

Life is unpredictable. Ensuring that both you and your spouse are on the same financial page is crucial. Advisory teams should facilitate family meetings and multi-generational planning, providing peace of mind that your financial legacy is secure. Continuity also means having a team that knows your financial history and can step in seamlessly if needed.



Tune into our podcast “[The 4 Criteria to Evaluate Financial Advice](#),” for deeper insights, practical tips and expert guidance on measuring the value of working with a financial advisor or advisory team.

15 Questions to Ask When Choosing an Advisory Team

Below are 15 essential questions to ask when choosing an advisory firm or team to secure comprehensive services, consistent strategies, and unbiased advice.

1. **What services do you and your team provide?**
Ensures the advisory team offers comprehensive services like investment advice, retirement planning, estate planning, and tax services to meet your needs.
2. **What are your advisory team member qualifications and professional credentials?**
This will help provide you assurance and guidance on their competence, expertise, compliance, credibility, financial specialization, commitment to continued education and professional accountability.
3. **Do you have a defined investment philosophy?**
Clarifies their approach to investing, ensuring it aligns with your investment style and goals.
4. **Is the philosophy consistent across your client base?**
Checks for consistency in the team’s approach, which can indicate reliability and predictability in their services.
5. **Explain the top principles of your investment philosophy.**
Understanding the core principles helps you gauge if the advisory team’s strategies are sound and well thought out.
6. **Do you believe in market timing?**
Determines if the advisory team engages in practices that are generally proven to be less effective, such as trying to predict market movements.
7. **Do you believe in manager selection or manager rotation?**
Ensures the team’s approach is backed by evidence, given that consistently picking winning managers is challenging.
8. **Do you believe you can consistently beat the market?**
Helps identify if the advisory team has realistic expectations and strategies, as consistently beating the market is very difficult.

9. How often do you trade, and what does rebalancing look like?

Provides insight into the team's trading frequency and their approach to maintaining a balanced portfolio, which affects your investment's performance and costs.

10. Show me what a portfolio looks like that you would manage.

Offers a tangible example of what you can expect, helping you to visualize the team's approach and suitability for your needs.

11. Show me how you managed portfolios during bear markets and bull markets

Demonstrates the advisory team's consistency and strategy during different market conditions, indicating how they might handle future volatility.

12. How do you get compensated?

Clarifies if there are any conflicts of interest based on the compensation structure, ensuring their advice is unbiased and in your best interest.

13. Do you receive any commissions or have in-house products?

Ensures transparency and that recommendations are not influenced by potential commissions from selling specific products.

14. What is your team's continuity plan?

Checks for long-term stability and succession planning within the advisory firm, ensuring continuous service.

15. Will my spouse and I both get the service?

Ensures that both partners in a relationship receive the same level of attention and service, providing financial security for both. It will also make certain that the advisory team will take the time to explain and engage with both partners, especially if one is less financially savvy.

These questions help you evaluate the advisory team's competence, consistency, integrity, and suitability for your specific financial needs, ultimately aiding in making a well-informed decision.



Want more in depth information? Tune into our [**15 Questions to Ask When Choosing an Advisory Team**](#) podcast for exclusive insights and learn how to evaluate not just their performance, but also their processes, structure, and the team behind them. Listen now for expert tips and make confident financial decisions!

The Outcomes: Better Results, Less Stress

A well-crafted plan, combined with disciplined behavior and ongoing education, leads to more confident and informed financial decisions. This structured approach ensures you are not just paying for a service but truly receiving valuable advice that enhances your financial well-being.

Ready to Elevate your Financial Journey?

Tune into [**The Empowered Investor Podcast**](#) and explore the valuable and insightful resources available at [TMA-invest.com](https://tma-invest.com). Transform your investment experience and secure your financial future with advice that truly adds value.

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