

The Road to Prosperity

To achieve a successful relationship between investor and advisor, both parties have to come to the relationship fully prepared to do their part. Mutual participation involves a clear understanding of roles and expectations.

The Investing Public

What Is My Role?

- At times, you make wise decisions. At times, you make unwise decisions.
- You do your best to increase the ratio of wise behavior to unwise behavior.
- At the end of the day, you're still human.

What Are My Expectations?

- Meet with the advisor at least once a year and more often when needed.
- Provide information to understand your investing goals, preferences & values, and risk tolerance for investing.
- Seek an ongoing relationship, be available for questions, and communicate when you have a life event that could change your investing plan or tolerance for risk.
- If you become unhappy with your portfolio, share your concerns and give the advisor an opportunity to resolve them.

The Financial Advisor

What Is My Role?

- You are a CFP® professional with a broad base of financial knowledge.
- You use your knowledge to educate and prescribe strategies to achieve investor goals.
- You possess skills to inquire, listen, and empathize to help investors overcome investing pitfalls and thinking errors.

What Are My Expectations?

- Meet with the investor at least once a year and more often when needed.
- Continue to practice the art of financial planning to improve financial literacy and reach new heights and levels of success.
- Seek an ongoing relationship, be available for questions, and communicate portfolio changes.
- Find opportunities to learn and practice relevant strategies that will help investors overcome investing pitfalls and thinking errors.

Expectations of Fees

Financial advisors charge fees for their services. The fee can be in the form of a **commission**, an **hourly fee**, **retainer**, or a **percentage** charged based on the amount of managed assets. You should not think of these fees as a way to beat the market, although sometimes you will. The **value** of an advisor is to help you understand your investment **wants**, overcome thinking **errors**, and guide your decisions to choose investments **wisely**.