

THEPARTNERS

Wealth Management

90 QUESTIONS

FOR A BETTER DECISION

An Advisor's Companion Tool

TABLE OF CONTENTS

Introduction	2
Key Questions	3
Organizational	3
Advisor Compensation	4
Technology	5
Financial Planning & Investments	6
Brokerage Accounts	7
Insurance Licenses	8
Other Compensation	9
Practice Management & Consulting	10
Tips & Notes	11
Contact	12

INTRODUCTION

THEPARTNERS are excited to share this booklet with you.

We believe in the fiduciary-first approach and our goal is to help members of our industry make the most informed decisions.

As you reach a crossroads in your career, there is much to consider. We encourage you to ask the right questions. By completing this comparison exercise, you will be better equipped to make the right decision for you and your family.

We suggest speaking with more than one firm so you can compare. Do not assume that all firms are the same because they each have very specific target markets, niches, and specialties.

Our team is always available to listen and answer any questions you may have about our offerings.

Here is to your success and supporting your clients in the best way possible!

Best Regards,

Greg Rutherford

THEPARTNERS
Wealth Management

KEY QUESTIONS

ORGANIZATIONAL

Take time to understand the organization you are considering and uncover any hurdles that might prevent you from reaching your goals.

1. What is your firm's value proposition?
2. Why should I consider your firm?
3. What does your firm do that others do not?
4. Would you call yourself an RIA aggregator, a Hybrid Solution, something else?
5. What is your firm's ownership structure?
6. What is the background of your executive team?
7. Do you expect to change based on how/if you distribute equity?
8. How are/were you financed?
9. Do you have any venture capital or private equity investors?
10. What are your plans to sell, liquidate, or merge with any other firms?
11. Does any individual investor have controlling interest in the firm?
12. How many advisors, offices, locations, etc. do you have and what are your goals over the near and long term?
13. Do you have any disclosure issues with advisors?
14. Do you have any regulatory fines?
15. How did your firm do on your last SEC/FINRA audit(s)?
16. Is there any headline-risk to be aware of?
17. What is your average AUM per client account size (Mass Affluent, HNW or UHNW)?
18. What is the firm's vision for growth and direction?
19. What does success look like for the firm?
20. What is your 12/60/120-month plan for AUM/Recruits/Other?
21. Are there any potential conflicts of interest in your ADV that create financial incentives for your firm?
22. Does your firm revenue share with money managers or any vendors?
23. How much control of client decisions will you have?

KEY QUESTIONS

ADVISOR COMPENSATION

Take time to understand the organization you are considering and uncover any hurdles that might prevent you from reaching your goals.

1. Would I be a 1099 consultant or W2 employee?
2. Can I create my own business entity (DBA) and brand myself?
3. Can I be an IAR or RIA with your firm?
4. Can I put my firm's logo on the client statement/website?
5. What type of time commitment is the firm looking for?
6. Do you offer up front or transition assistance?
7. Can I recruit other advisors to your firm?
8. If so, how will I be compensated for that?
9. Do you have succession planning for my practice?

KEY QUESTIONS

TECHNOLOGY

Take time to understand the organization you are considering and uncover any hurdles that might prevent you from reaching your goals.

1. Explain your operations and technology team (experience, bios, support model, staying relevant)
2. Who is your custodian(s)?
3. Who do you use for your:
 1. Portfolio Accounting System
 2. Client Relationship Manager
 3. Portfolio Risk Measurement
 4. Investment Policy Statement
 5. Books and Records Storage
 6. Cyber Security
 7. Data Storage
 8. Electronic Signature
 9. Outside Data/Liability Data Aggregation
 10. Compliance Support
4. Who does the trading on accounts?
5. Do you offer Rep as PM accounts/UMA/SMA?
6. If needed, would you set up my office?
7. If I set up a DBA, can you assist with marketing/website/announcements?
8. Do you offer training on new software?
9. How will my experience as an advisor change from where I am today?
10. How will the experience of my clients change from where I am today?

KEY QUESTIONS

PLANNING & INVESTMENTS

Take time to understand the organization you are considering and uncover any hurdles that might prevent you from reaching your goals.

1. What financial planning software do you utilize?
2. Do you offer an open architecture platform?
3. Do you have proprietary products?
4. Am I required to sell them to my clients?
5. Can I build my own portfolios (Rep or Advisor as Portfolio Manager accounts)?
6. Do you have a Chief Investment Officer (CIO)?
7. Do you offer co-fiduciary status via your CIO?
8. What is your investment style/fundamentals?
9. What are your screening methods for stocks/bonds and asset allocations?
10. What is your rebalancing methodology?
11. Are you passive, active, and/or algorithm driven?
12. Do you follow Modern Portfolio Theory?
13. How do you hedge against down or volatile markets?
14. Do you have a distribution methodology for clients in the income phase?
15. Do you offer alternatives for accredited investors?

KEY QUESTIONS

BROKERAGE ACCOUNTS

Take time to understand the organization you are considering and uncover any hurdles that might prevent you from reaching your goals.

-
1. Do you have your own broker/dealer?
 2. If no, do you have preferred broker/dealer?
 3. What are their fees (e.g. software/Errors and Omissions)?
 4. What are your broker dealer trading fees, etc.?
 5. Can you re-register my FINRA licenses?
 6. Do you assist in licensing and continuing education adherence?

KEY QUESTIONS

INSURANCE LICENSES

Take time to understand the organization you are considering and uncover any hurdles that might prevent you from reaching your goals.

-
1. Do you offer a suite of products for life and health?
 2. Will you assist in licensing and continuing education adherence?
 3. What companies do you represent?
 4. Are there minimum production requirements?

KEY QUESTIONS

OTHER COMPENSATION

Take time to understand the organization you are considering and uncover any hurdles that might prevent you from reaching your goals.

1. How much am I compensated for advisory business?
2. How much am I compensated for brokerage business?
3. How much am I compensated for insurance business?
4. Do I have minimum levels of production?
5. Can I bring my staff?
6. Who will pay for my staff?
7. Is there a monthly technology fee (broker/dealer, advisory)?

KEY QUESTIONS

MANAGEMENT & CONSULTING

Take time to understand the organization you are considering and uncover any hurdles that might prevent you from reaching your goals.

1. Do you offer:

- Client Transition Training
- Client Segmentation Training
- Client Event and Branding Consulting
- C-Suite Consulting
- Business Modeling
- Pro Forma Modeling
- HR Evaluation and Consulting

CONCLUSION

TIPS & NOTES

The best information you get is what you gather, not what is told or sold. A representative's job at the firm is to show you a great demo, sell you their products or benefits, and get you to join them. Try to take emotions out of this exercise and inform yourself first.

When you find a firm that fits your needs, examine their intangible traits such as relationship building, team cohesion, and long-term compatibility.

If a prospective firm makes a promise that is relevant to your decision-making process, be sure to put it in writing. Words can easily be forgotten and spoil a good relationship.

Reach out to us for assistance and additional clarity on how to use this tool. We would love to answer any of your questions about this ebook and/or f3Logic.

THEPARTNERS

Wealth Management

info@thepartnerswm.com

www.thepartnerswm.com