Financial Advisor Interview Questionnaire

1. Why did you become a financial planner?

   I wanted to help others avoid some of the financial mistakes my family and I had experienced plus those I had seen during my years as a small business consultant. I believe, in general, that most Americans don't have a good understanding about the financial planning process. Throughout my career, educating clients has been an integral part of my business and I wanted to continue to do this in this most important area, personal finances. I love to see people succeed.

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

   I have a bachelor's degree in Political Science from California State University, Stanislaus. In addition, I completed the American College Certified Financial Planner program that qualified me to take and pass the two-day comprehensive exam for certification as a Certified Financial Planner™ practitioner.

   I started my working career with the University of California Cooperative Extension Program as a Farm and Youth Advisor. I was responsible for a number of public educational programs for the County of Santa Cruz. I entered into my own small business, a retail store which I owned for 13 years before changing professions to small business consulting. Personal financial planning is an out growth of business consulting. In each I am committed to the success of my clients.

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

   CERTIFIED FINANCIAL PLANNER™ Professional (CFP®): **YES**
   National Association of Personal Financial Advisors (NAPFA)-Registered Financial Advisor: **YES**

4. What are your areas of specialty?

   Middle Income Clients
   Couples/Individuals needing budget/debt/cash flow help
   Pre and Post Retirement Planning for individuals and couples
   Financial planning for single women
   Financial planning for unmarried couples
   Business owners needing personal financial planning and general consulting
   Second opinions
   Financial Education

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

   My most common engagement is with an individual or couple who want an answer to the question: "When can I/we afford to retire" or "I/We plan on retiring in 5-10 years and will we outlive our money?" Many of these clients have not utilized a financial planner previously. Answering this question(s) usually involves work with goal setting, cash flow, completing a retirement projection, investment review and recommendations (with taxes in mind), insurance needs, retirement plan rollover advice, estate planning and in some cases college funding. In other words, a comprehensive financial plan is asked for.

Other clients are all ages and come from all walks of life. Some desire comprehensive planning. Others are looking to get advice one or two areas of their financial lives. For example, a retired couple may wish to even out their income stream, an individual or couple may be in debt and want strategies to work their way out, clients in their twenties or early thirties may have savings questions or home ownership questions or someone may want to know if refinancing makes sense.

Working as an hourly, non-commissioned, fee-only advisor allows me to respond directly to my clients' needs.

6. Are you a registered representative of any broker/dealer?

   A broker/dealer sells commissioned based products (such as mutual funds that have a fee, called a load, when you buy into the fund) through registered representatives.

   I am NOT affiliated with any broker/dealer. I only work for my clients and receive no commissions from any other party at any time.

7. Are you a licensed insurance agent with any company or agency?

   No. I work only for my clients and do not sell any financial products. When clients have a need for insurance products, I refer to licensed insurance professionals.

8. Are you a registered investment advisor with the SEC or a state?

   I am a Registered Investment Advisor in California. I am registered with the State of California Department of Corporations. See http://www.corp.ca.gov/srd/security.htm for more information.

9. Are you a fiduciary?

   Yes. A fiduciary is defined as someone who puts his/her client's welfare ahead of his/her own. I have taken the following oath as part of my acceptance as a NAPFA Registered Financial Advisor:

   NAPFA Fiduciary Oath: The advisor shall exercise his/her best efforts to act in good faith and in the best interests of the client. The advisor shall provide written disclosure to the client prior to the engagement of the advisor, and thereafter throughout the term of the engagement, of any conflicts of interest, which will or reasonably may compromise the impartiality or independence of the advisor.

   The advisor, or any party in which the advisor has a financial interest, does not receive any compensation or other remuneration that is contingent on any client's purchase or sale of a financial product. The advisor does not receive a fee or other compensation from another party based on the referral of a client or the client's business.

   What the Fiduciary Oath means to you - the client

   - I shall always act in good faith and with candor.
   - I shall be proactive in my disclosure of any conflicts of interest that may impact you.
   - I shall not accept any referral fees or compensation that is contingent upon the purchase or sale of a financial product.

10. How are you compensated?

Fee-Only: **Yes** Please define method of determining fees: Hourly or by project via a bid approved by the client in advance

Commissions only: No

Fee and Commissions (fee-based), provide typical breakdown: No

Other: No

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

I have no minimums for size of client assets or fees. Clients are offered a free ½ hour Get Acquainted meeting during which time we assess the client's situation and needs. At the conclusion of this meeting I will provide a written agreement which will state a fee range in terms of the minimum the client can expect the work to cost and a maximum that the work will cost. Clients are bill at an hourly rate in 10 minute increments. A typical, complete comprehensive plan may range from $900 to over $3,500 depending on the complexity of the situation.

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

Yes. I will be happy to provide you with a blank copy of my Client Service Agreement for you to review upon request.

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

Yes. It is provided in an executive summary format for ease of reading and understanding. Clients are always offered any amount of additional detail they desire.

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

As needed, I will assist clients in implementation within the scope of our engagement. If additional assistance is needed, it is at my regular hourly rate.

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

Yes. As noted above, as an hourly planner, I can respond to the needs of my clients. I offer comprehensive planning and specific project work as needed by my clients.

Signature of Planner: *Mary Lacey Gibson* Date: January 27, 2005

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