

# 15 FACTS

to know about your financial advisor



For many investors, the task of selecting a financial advisor can be daunting. But here are some steps to consider to make the process simpler.

- Use the following list as a framework to interview a prospective advisor.
- Ask for references not only from other investors but more importantly from professionals with whom the advisor works, for example CPAs, attorneys, other advisors, etc.
- Remember choosing an advisor is a business decision. As much as you might like the person, they must have all the necessary skills, tools and resources to benefit your family.

Know your advisor	Your advisor	Mark Kangas
Has your advisor been in the business for more than 10 years?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input checked="" type="checkbox"/> Yes
Is your advisor a CERTIFIED FINANCIAL PLANNER? <small>Although many professionals may call themselves "financial planners," CFP® professionals have completed extensive training and experience requirements and are held to rigorous ethical standards. They understand all the complexities of the changing financial climate and will make recommendations in your best interest. The CFP® certification is the only one given by our industry to recognize that level of accomplishment. (Similar to how the CPA designation works for accountants.) <a href="http://www.cfp.net/">http://www.cfp.net/</a></small>	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input checked="" type="checkbox"/> Yes
Does your advisor create and send out his or her own monthly newsletter?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input checked="" type="checkbox"/> Yes
Does your advisor put client needs ahead of those of the brokerage house?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input checked="" type="checkbox"/> Yes
What registration exams has your advisor passed? <small>Mark Kangas passed securities registrations including Series 7, 9, 10, 66, 31 which are accompanied by insurance licenses for annuities, life and health. Securities registrations are administered by the Financial Industry Regulatory Authority (FINRA).</small>	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input checked="" type="checkbox"/> Yes
Is your advisor sincere in his or her service to both new and prospective clients, or does he or she simply view them as a source of commission?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input checked="" type="checkbox"/> Yes
Is your advisor's practice growing?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input checked="" type="checkbox"/> Yes
Does your advisor set predetermined review periods (at least annually)?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input checked="" type="checkbox"/> Yes
Is your advisor a requested speaker at national conventions on retirement planning?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input checked="" type="checkbox"/> Yes
Does your <u>advisor</u> keep regular business hours of 8:30 a.m. to 5 p.m.?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input checked="" type="checkbox"/> Yes
Is your advisor younger than you? <small>Finding a young and experienced advisor is becoming harder than ever. Younger advisors tend to be more experienced with technology and more open to innovative investment solutions. Finding and replacing an advisor in retirement can be a daunting task for many clients. It can be very frustrating to replace an advisor whom you have spent years training on how your family likes their investments handled.</small>	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
Can your advisor make complex financial information easy for you to understand?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input checked="" type="checkbox"/> Yes
Can your advisor articulate how they build portfolios?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input checked="" type="checkbox"/> Yes
Does your advisor seem genuine, trustworthy and a good fit for your family?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input checked="" type="checkbox"/> Yes
Does your advisor have a clean disclosure event history on BrokerCheck? <small>BrokerCheck is a free tool to help investors research the professional backgrounds of current and former FINRA-registered brokerage firms and brokers, as well as investment adviser firms and representatives. It should be the first resource investors turn to when choosing whether to do business or continue to do business with a particular firm or individual. <a href="http://brokercheck.finra.org">http://brokercheck.finra.org</a></small>	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input checked="" type="checkbox"/> Yes

**If your advisor can't answer yes to every one of these questions, we need to speak.**

**Mark Kangas, CFP®**  
CEO, INVESTMENT ADVISOR REPRESENTATIVE