

How do you sift through the hype when looking for a comprehensive financial advisor? Will a firm with a huge advertising budget do the best job helping you meet life's financial goals? TV ads may talk about your hopes and dreams, but ultimately salespeople focus almost exclusively on selling investment products and insurance. Your financial situation is complex; a truly comprehensive financial advisor will analyze your current condition, make prudent recommendations and support you along the way.

The *Comprehensive Financial Advisor Diagnostic*, created by the National Association of Personal Financial Advisors (NAPFA) is a thorough questionnaire you can use to evaluate a financial advisor. The questions and popular *answer key* will help you make an informed decision based on the responses a financial advisor provides. Before hiring a financial planning professional, perform this simple diagnostic. If the advisor's answers do not follow prudent core values, you may not be engaging the right advisor for you.

### **Williams Financial, LLC**

1. What is your educational background? James J. Williams, MBA  
 College Degree:  Yes  No Area of Study: **Business Administration**  
 Graduate Degree:  Yes  No Area of Study: **MBA - Finance**

What is your educational background? Daryl Spirka, CPA, CFP®  
 College Degree:  Yes  No Area of Study: **Business Management**  
 Graduate Degree  Yes  No

What is your educational background? Robert Powell, CFP®  
 College Degree:  Yes  No Area of Study: **Business Management**  
 Graduate Degree  Yes  No

What is your educational background? Kristin Reed, CPA, CFP®  
 College Degree:  Yes  No Area of Study: **Psychology, Accounting**  
 Graduate Degree:  Yes  No

2. What are your financial planning credentials/designations and affiliations? (Check all that apply)
- |   |                                     |
|---|-------------------------------------|
| NAPFA-Registered Financial Advisor                                  | <input checked="" type="checkbox"/> |
| Certified Financial Planner (CFP)                                   | <input checked="" type="checkbox"/> |
| Chartered Financial Consultant (ChFC)                               | <input type="checkbox"/>            |
| Certified Public Accountant/Personal Financial Specialist (CPA/PFS) | <input checked="" type="checkbox"/> |
| Master of Science, Financial Services (MSFS)                        | <input type="checkbox"/>            |
| Financial Planning Association (FPA)                                | <input checked="" type="checkbox"/> |
| Other: <b>Garrett Planning Network</b>                              | <input checked="" type="checkbox"/> |

3. How long have you been offering financial planning services?  
 Less than 2 years  2-5 years  5-10 years  More than 10 years  
**Combined Experience of over 50 Years**

4. Will you provide me with references from other professionals?  
 Yes  No  
 (If no, please explain)\_\_\_\_\_

5. Have you ever been cited by a professional or regulatory governing body for disciplinary reasons?  
 Yes  No  
(If yes, please explain) \_\_\_\_\_
6. How many clients do you work with? Williams Financial works with 60 to 80 new clients a year, in addition to, returning and continuing clients.
7. Are you currently engaged in any other business, either as a sole proprietor, partner, officer, employee, trustee, and agent or otherwise? (Exclude non-investment related activities which are exclusively charitable, civic, religious or fraternal and are recognized as tax-exempt.)  
 Yes  No  
(If yes, please explain) James is the founder and manager of a real estate investment company.
8. Will you or an associate work with me?  
I will  An associate will  Act as a Team   
(If an associate will be my primary contact, complete questions 1-8 for each associate as well.)
9. Will you sign the Fiduciary Oath below?  
 Yes  No

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.

*Following the NAPFA Fiduciary Oath means I shall:*

- \* *Always act in good faith and with candor*
- \* *Be proactive in disclosing any conflicts of interest that may impact a client*
- \* *Not accept any referral fees or compensation contingent upon the purchase or sale of a financial product*

*Signature: James J Williams* (Electronic Signature)

*Signature: Daryl Spirka* (Electronic Signature)

*Signature: Kristin Reed* (Electronic Signature)

*Signature: Robert Powell* (Electronic Signature)

10. Do you have a business continuity plan?  
 Yes  No  
(If no, please explain) \_\_\_\_\_

**Compensation**

Financial planning costs include what a client pays in fees and commissions. Comparison between advisors requires full information about potential total costs. It is important to have this information before entering into any agreement.

11. How is your firm compensated and how is your compensation calculated?

Fee-Only (as calculated below):

**Hourly rate of \$ 220/hour**

Flat fee (Range and Explanation)

**Annual Advice and Review Program** (minimum fee \$1,600 billed quarterly)

**Quarterly Services Agreement** is designed for clients who would like to take a more active role in making the day-to-day decisions regarding their investments. (minimum fee \$4,000 billed quarterly)

Percentage (AUM, Net worth, etc.)

**Tactical Investment Management** is designed for clients who are looking for active management of their investments in a discretionary account.

<u>Assets</u>	<u>Annual Fee</u>
up to \$250,000	1.50%
\$250,001 - \$1,000,000	1.25%
above \$1,000,000	1.00%

- Commissions only; from securities, insurance, and/or other products that clients buy from a firm with which you are associated.
- Fee and Commissions (fee-based)
- Fee Offset, (charging a flat fee against which commissions are offset.) If the commissions exceed the fee, is the balance credited to me?  Yes  No

12. Do you have an agreement describing your compensation and services that will be provided in advance of the engagement?

Yes  No

13. Do you have a minimum fee?  
 Yes  No  
 (If yes, please explain) For the Annual Advice and Review program (\$1,600), the Quarterly Services Agreement Program (\$4,000), and the Tactical Investment Management Program does not have a minimum fee.)
14. If you earn commissions, approximately what percentage of your firm's commission income comes from: **NOT APPLICABLE**
- |                            |  |
|----------------------------|--|
| _____ % Insurance products | _____ % Stocks and bonds               |
| _____ % Annuities          | _____ % Coins, tangibles, collectibles |
| _____ % Mutual Funds       | _____ % Limited Partnerships           |
| _____ % Other: _____       |  |
15. Does any member of your firm act as a general partner, participate in, or receive compensation from investments you may recommend to me?  
 Yes  No
16. Do you receive referral fees from attorneys, accountants, insurance agents, mortgage brokers, or others?  
 Yes  No
17. Do you receive on-going income from any of the mutual funds that you recommend in the form of "12(b)1" fees, "trailing" commissions, or other continuing payouts?  
 Yes  No
18. Are there financial incentives for you to recommend certain financial products?  
 Yes  No  
 (If yes, please explain) \_\_\_\_\_

**Services**

Financial planners provide a range of services. It is important to match your needs with services provided.

19. Do you offer advice on? (check all that apply)
- |                                     |                                     |                     |                                     |
|-------------------------------------|-------------------------------------|---------------------|-------------------------------------|
| Goal setting                        | <input checked="" type="checkbox"/> | Estate planning     | <input checked="" type="checkbox"/> |
| Cash management & budgeting         | <input checked="" type="checkbox"/> | Insurance needs     | <input checked="" type="checkbox"/> |
| Tax planning                        | <input checked="" type="checkbox"/> | Education funding   | <input checked="" type="checkbox"/> |
| Investment review & planning        | <input checked="" type="checkbox"/> | Retirement planning | <input checked="" type="checkbox"/> |
| Other: <b>Investment Management</b> | <input checked="" type="checkbox"/> |                     |                                     |
20. Do you provide a comprehensive written analysis of my financial situation and recommendations?  
 Yes  No
21. Do you offer assistance with implementation with the plan?  
 Yes  No

22. Do you offer continuous, on-going advice regarding my financial affairs, including advice on non-investment related financial issues?  
 Yes     No
23. Other than receiving my permission to debit my investment account for your fee, do you take custody of, or will you have access to, my assets?  
 Yes     No  
*If the client so chooses and only if participating in one of the ongoing management programs. Non-discretionary account we must receive permission from client to make trades.*
24. If you were to provide me on-going investment advisory services, do you require "discretionary" trading authority over my investment accounts?  
 Yes     No

**Regulatory Compliance**

Federal and state laws require that, under most circumstances, individuals or firms holding themselves out to the public as providing investment advisory services are required to be registered with either the U. S. Securities & Exchange Commission (SEC) or the regulatory agency of the state in which the individual/firm conducts business.

25. I am (or my firm) is registered as an Investment Advisor?
- |   |                                |                             |
|---|--------------------------------|-----------------------------|
| <input checked="" type="checkbox"/> Yes | In the State of Massachusetts  | <input type="checkbox"/> No |
| <input checked="" type="checkbox"/> Yes | In the State of Vermont        | <input type="checkbox"/> No |
| <input checked="" type="checkbox"/> Yes | In the State of New York       | <input type="checkbox"/> No |
| <input checked="" type="checkbox"/> Yes | In the State of New Hampshire  | <input type="checkbox"/> No |
| <input checked="" type="checkbox"/> Yes | In the State of Pennsylvania   | <input type="checkbox"/> No |
| <input checked="" type="checkbox"/> Yes | In the State of South Carolina | <input type="checkbox"/> No |

Please provide your Form ADV Part II or brochure being used in compliance with the Investment Advisors Act of 1940. If not registered with either the SEC or any state, please indicate the specific reason (regulatory exemption or other reason) for non-registration.

*Please Note:*

A yes or no answer requiring explanation is not necessarily a cause for concern. We encourage you to give the advisor an opportunity to explain any response. Information geared to the investing public can be found on the Securities & Exchange Commission website ([www.sec.gov](http://www.sec.gov)) under the "Investor Information" section.

*This form was created by the National Association of Personal Financial Advisors (NAPFA) to assist consumers in selecting a personal financial advisor. It can be used as a checklist during an interview, or sent to prospective advisors as a part of a preliminary screening. NAPFA recommends that individuals from at least two different firms be interviewed.*