



Financial Planner Interview Checklist

Choosing a financial planner is a very important decision. There are many different types of planners and advisors, so you'll want to select on that's the right fit for you. Your planner will help you achieve your financial dreams and goals, so it's critical that you have a relationship cemented with a foundation of trust and security. Below you will find a checklist of items to consider as you interview the right planner for you.

Professional Qualifications

- They have extensive knowledge about financial products and services
 - They have experience in the business
 - They have industry designations specifically focused on financial planning, such as the CFP®
 - They have not had any disciplinary action taken against them (Check them out at <http://brokercheck.finra.org/>)
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Services Offered

- The services offered fit my needs
 - They are independent and don't promote any proprietary products
 - We've discussed how they get paid and any applicable fee structures involved
 - They can act as a Fiduciary
 - I'm comfortable with their ongoing service promise and review schedule
 - They have a team of individuals able to serve me and my family's financial needs
 - They have advanced modeling software and use technology to better my experience
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Practice

- They have key practice differentiators
 - They have a story about their practice
 - They have expertise in a niche market or practice area
 - Their investment philosophy is in-line with mine
 - There are specific safeguards in place to protect my privacy
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Personality

- I can trust them
 - They listened to my questions and concerns
 - They made me feel comfortable and weren't demeaning or derogatory
 - They asked me lots of questions and took good notes
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Potential Red Flags

- They made investment performance guarantees
- They made product recommendations even before learning about my specific situation
- They made me feel uncomfortable
- They were promoting a "hot" product that will only be available for a limited time
- They used jargon and complicated words that confused me
- They focus on one particular piece of my finances and never develop a strategy for my entire plan
- I paid the advisor with cash or made the check out to them directly
- They asked me to make a decision without consulting my spouse