

INTERVIEW QUESTIONS

TO ASK YOUR FINANCIAL ADVISOR

Find an advisor who is the best fit for you and your long-term goals.

CHRIS HOGAN



1. WHAT DO YOU LOVE ABOUT YOUR JOB?

2. WHAT SERVICES DO YOU PROVIDE CLIENTS?

3. WHAT IS YOUR INVESTMENT PHILOSOPHY?

4. HOW WILL WE COMMUNICATE ABOUT MY INVESTMENTS?

5. HOW DO YOU GET PAID?

6. HOW WILL YOU MEASURE AND EVALUATE MY INVESTMENT PERFORMANCE?

7. CAN YOU TELL ME WHY THE LAST TWO CLIENTS YOU LOST LEFT YOU?

FINANCIAL ADVISOR EVALUATION SCORE

After meeting with an advisor, ask yourself these three questions and rate the advisor in each area (1 being not great and 10 being amazing).

COMMUNICATION:

How effective is your financial advisor at communicating with you?

Do they communicate based on your preference (in person, calls, emails) and as often as you'd like?

1 2 3 4 5 6 7 8 9 10 SCORE _____

INVESTMENT STRATEGY:

How well does your financial advisor understand your long-term goals?

Can your advisor articulate your financial goals and explain how your plan and investment strategy are working toward those goals?

1 2 3 4 5 6 7 8 9 10 SCORE _____

EMPOWERMENT:

How skilled is your advisor at making you feel more knowledgeable and less overwhelmed?

Do they help you understand complicated investing terms, or do they use confusing industry jargon and expect you to just do what they say?

1 2 3 4 5 6 7 8 9 10 SCORE _____

NOW THAT YOU'VE EVALUATED THESE THREE AREAS, OUT OF THE POSSIBLE 30 POINTS, WHAT WAS YOUR ADVISOR'S SCORE? _____

Tip: If you rated your current advisor at 20 or below, it's probably time to find another advisor who is a better fit for you and your financial goals.



CHRIS HOGAN

When you have a real plan and work that plan with real effort, you'll get real results.