



Welcome to Woodward Financial Advisors: Client Engagement Standards

Introduction

Our goal is to help our clients achieve financial independence and success, however they define it. We are passionate about building a long-lasting relationship with you, grounded in trust, collaboration, and clear expectations from the beginning. In pursuit of our goal – and in light of our passion – we’ve outlined a set of best practices that will allow us to perform our best work for you.

Our Relationship and the WFA Team Structure

- You will have multiple advisors in your relationship, and over time you will get to know other members of the Woodward team. This structure provides you access to team members with different areas of expertise and experience, as well as continuity if one member of your team is out of the office. We find that our clients appreciate having a team working for them.
- Because of our team approach, you are considered to be a “client of the firm” as opposed to being an exclusive client of one advisor. This fosters collaboration and creativity within the office and eliminates potential conflicts of interest.
- You will experience superior outcomes when you are engaged in the process. For couples, we expect both partners to attend most, if not all, of our meetings and to actively participate.
- We pride ourselves on being proactive; however, it is not possible to know everything that is going on in your life without open and ongoing communication from you. We ask that you let us know about any major life events as soon as possible so that we can help you adjust your financial goals and objectives accordingly.

Confidentiality and Privacy Policy

- Your privacy is of the utmost importance. We will not provide your name or information about you to anyone else. The exception to this would be if you ask us to speak with another person on your behalf (e.g., your accountant, attorney, family member, charitable organization, etc.).

Planning and Investment Philosophy

- We believe that the best (and only) way to work with you is on a comprehensive basis. During the course of our relationship, we will continually talk about retirement planning, cash flow, estate planning, tax planning and insurance planning, in addition to the management of your investments. All of the pieces of your financial puzzle should fit together to achieve your best possible outcome.

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- We believe in goals-based planning. This means that your success is not tied to outperformance of some arbitrary stock market index or some specific rate of return, but rather the achievement of your personal short and long-term financial goals.
- Your unique needs and personality influence the customization of your plan. It is important that your success is achieved within the confines of your personal risk tolerance, overall comfort with your portfolio, and recommended financial strategies.
- Our value proposition for you is the comprehensive nature of our relationship. We're proud of our investment track record, but even more proud of the personal financial planning work we do.
- Our investment philosophy is built on the following principles:
 - Spreading dollars out over multiple different types of assets ("diversification")
 - Keeping investment-related taxes and costs as low as we can, so as to preserve more of your investment returns
 - Removing emotions like fear and greed from the investment decision-making process
 - Ensuring that portfolios don't stray too far from their target allocations by periodic rebalancing
- We do not try to "time the market." Most evidence suggests that this is not consistently possible over long periods of time.
- We do not invest in individual stocks or bonds, as they do not provide most investors sufficient return for the accompanying risks. Instead, we use broadly diversified mutual funds and exchange traded funds (ETFs) as our primary investment tools.
- Your portfolio will be tailored to your unique goals, risk tolerance, and situation. We do not use a "one size fits all" approach. It is important that your portfolio match well with your long-term financial plan.

How We Will Work Together to Achieve Your Goals

- We have structured our calendar – and designed our internal processes – in a way that allows us to do our best work for you and devote our undivided attention to your situation. This means that we spend significant time preparing for your meeting, as well as debriefing and following up with you afterwards.
- You will hear from us about a month in advance to schedule any "Regular Review Meetings." During your first year as a client, we might schedule meetings shortly after the completion of your most recent meeting instead of one month out.
- We will reach out to you about 7-10 business days before a Regular Review Meeting to ask for updates.
- To allow us to be best prepared, we ask that you let us know about any specific items you wish to talk about and provide updates for any requested information at least 5 business days before your meeting.

Business Information

- Your Woodward Team is in the office Monday through Friday from 9:00am until 5:00pm.
- We reserve Tuesdays, Wednesdays and Thursdays to meet with our clients. We schedule our first meeting of the day to start at 9:00am and our last meeting of the day to start at 3:30pm. Meetings are expected to last a maximum of 90 minutes.
- Mondays and Fridays are reserved for meeting preparation and follow-up, professional continuing education, and business planning.

- If you need to reschedule a meeting, we ask that you give us as much notice as possible, as a good deal of preparation goes into each meeting. Likewise, if we need to reschedule a meeting for any reason, we will give you as much notice as possible.
- Our goal is to return all phone messages within one business day, barring that person being away from the office. If you leave us a phone message in the afternoon it will most likely be returned the next business day.
- We review and respond to email at least twice daily. While we might not have an immediate answer to your question, our communication policy is to acknowledge receipt of your email messages within one business day, barring that person being away from the office. If you send us an email in the afternoon it will likely be acknowledged the next business day.
- If a member of your advisory team is out of the office, his/her voicemail and out-of-office email response will provide information as to his/her return.

Professionalism

- While we strive for perfection and do everything with your best interest in mind, we know that a mistake every now and then is inevitable. We will take responsibility for our mistakes and work to remedy the issue as quickly as possible. We ask for your patience when something does not go as planned.
- Sometimes it is our job to deliver difficult financial news. It may be that your long-term, financial goals are not attainable based on your resources or that a reduction in current spending is needed to accomplish some short-term objective. We view our role in your life as a trusted advisor who tells you what we feel you need to hear, even if it might not be what you want to hear.
- You might ask us a question where we don't know the answer. When that happens, we will say, "Let us get back to you" while we research your question. When necessary, we will reach out to other professional resources with the appropriate expertise for your situation.
- We strongly believe that you will not find an advisory firm that you can trust more implicitly than you can trust us.
- We will treat you with professional respect and courtesy, and we expect that you will treat each of the Woodward Financial Advisors' team members the same way.

Referrals

- We appreciate the confidence our clients show in us when they introduce a friend, colleague, or family member to our firm. We will treat your referral with the same professional attention that we treat you.
- If you introduce someone to us and we believe that our firm is not the best fit or value for his/her needs, we will tell him/her the truth. If that is the case, we'll gladly refer him/her to another advisor that we know and trust who might be a better fit. We will help him/her find a safe landing place where his/her needs will best be served.
- You do not need to attempt to "qualify" a referral for us. We are happy to have a conversation with people to make sure we are the best fit for their needs.

Fee structure

- We charge a flat annual fee for our services, which is customized for your unique situation. This fee is the firm's only form of revenue; we do not receive any commissions for the sale of financial or insurance products, nor do we accept referral fees.

- We revisit everyone’s fee at the end of each year and determine if any changes are necessary for the upcoming year. This determination is based on many factors, such as the complexity of the relationship, amount of staff time involved in the relationship, size of the portfolio, and other items.
- Each employee is paid a salary and bonus. Our employee compensation structure is designed so that there is no incentive to do anything except what is in the best interest of each client.
- There are other financial advisors that are less expensive than us. However, we promise to remain fairly priced and for our service offering to be worth multiples of what it “costs” you. We strongly believe our firm to be a substantial value for the investment.

It is our goal for you to be delighted with our services and for you to get the most out of your relationship with Woodward Financial Advisors. Accordingly, it is important to establish a clear understanding of the expectations that go into our relationship from the start - both on your part and on ours. You benefit when we each adhere to the guidelines outlined in this document. It’s in your best interest that our relationship is proactive, flexible, valuable, and enjoyable. If we ever stop enjoying or respecting one another, we believe our relationship needs to be reevaluated.

My signature below indicates that I understand and agree with these guidelines and have had any questions answered to my satisfaction.

Client signature(s):

Date: _____