

THE TRUE VALUE OF A FEE-ONLY ADVISOR

How to ensure that your financial future won't be harmed by hidden motives.

4 BENEFITS OF FEE-ONLY



Fiduciary

Obligated to put client's best interests first at all times.



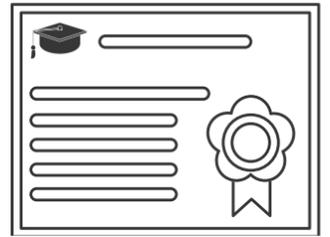
Unbiased Advice

Loyalty is to the client, not a financial company



Transparency

No hidden costs/incentives from commissions or product sales.



Expertise

Feature professional designations or affiliations - CFP®, CFA, NAPFA member.

IS YOUR FINANCIAL ADVISOR TRULY YOUR ADVOCATE?

High Level of Conflict

Broker

- Never held to a fiduciary standard.
- Transaction based.
- Incentivized with commissions & product sales.
- Non-transparent compensation structure.

Fee-Based: Broker & Hybrid Registered Investment Advisor (RIA)

- Are not held to a fiduciary standard 100% of the time.
- Fee & transaction-based.
- Incentivized with commissions & product sales.
- Can market themselves as fiduciaries but act as brokers; can market fee-only compensation, but still charge commissions and hidden fees.

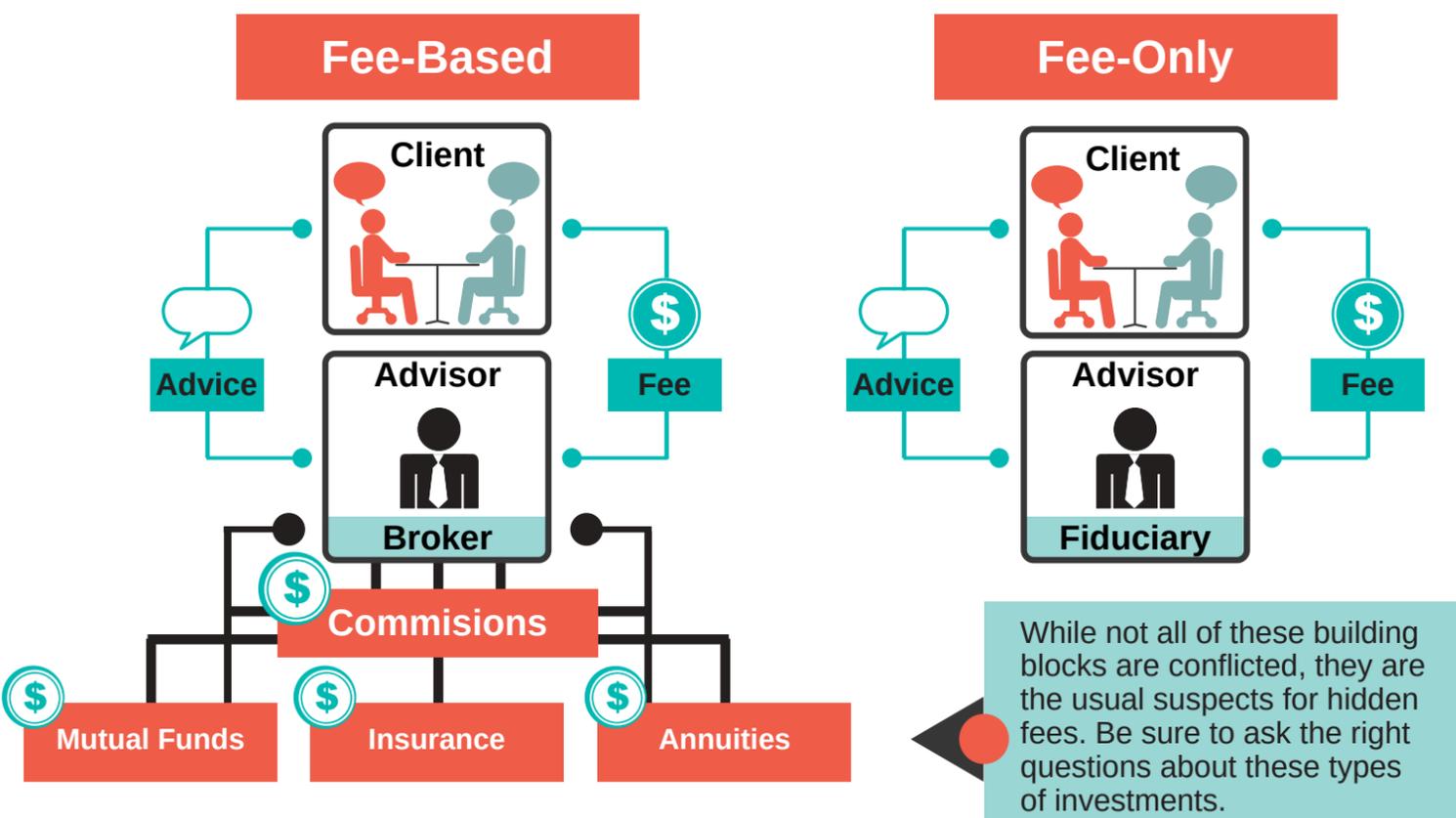
Mixed Level of Conflict

Fee-Only: True Fiduciary Registered Investment Advisor (RIA)

- Held to a fiduciary standard 100% of the time.
- Strictly compensated a fee for advice.
- No commissions or product sales.
- 100% transparency.

Zero Level of Conflict

FEE-BASED: A WOLF IN SHEEP'S CLOTHING



QUESTIONS TO ASK YOUR ADVISOR



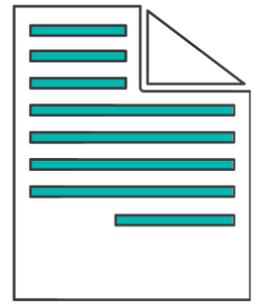
Do you have any credentials?

(i.e. CFP®, CFA) You only want a highly qualified professional to manage your assets.



How will I pay for your Services?

Know your advisor's fee module. Fee-only, commission, or salary?



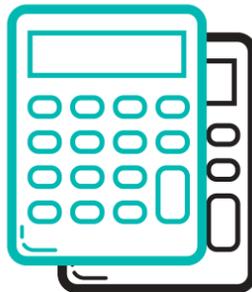
May I have a copy of your ADV form?

An ADV form is a federal disclosure document that advisors are required to share with you.



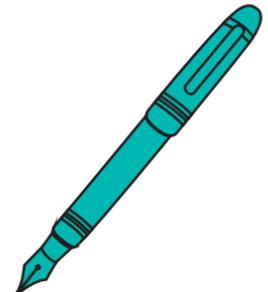
Are you held to a fiduciary standard?

Make sure that your advisor puts your interests before their own



What are your portfolio fees?

Advisors sometimes omit the **Annual Expense Ratio** & trading expenses that you'll also incur.



Can I have this in writing?

Not all advisors provide you with a written agreement. Make sure to keep a copy and file for future reference.

HOW CAN YOU FIND A FIDUCIARY?

1

The National Association of Personal Financial Advisors (NAPFA)

As you've learned, many advisors claim to hold a fiduciary standard, yet they may not always have your best interests in mind. Check out **NAPFA's Comparison Tool** for tips on choosing the right advisor and view a sample advisor Fiduciary Oath.



2

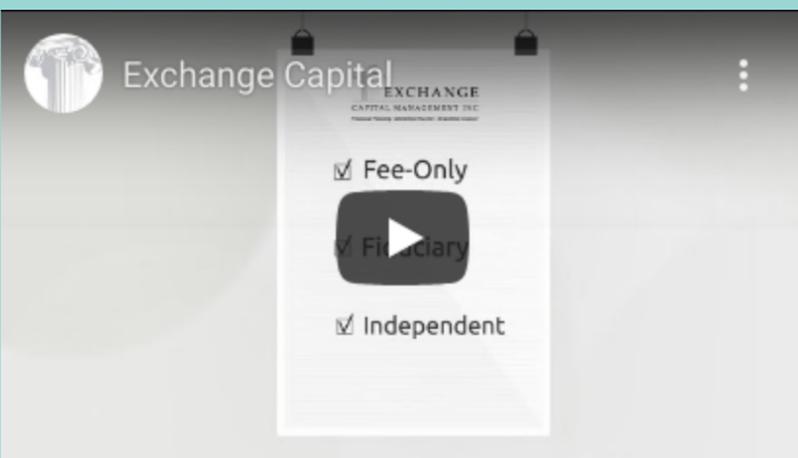
The Fee-Only Network

Fee-Only Network provides a one-stop shop for fee-only fiduciary advisors who operate under a strict fee-only compensation model. **Find a fee-only advisor near you!**

3

Is Exchange Capital Management, Inc. the Firm for you?

We are a fee-only fiduciary Registered Investment Advisor offering investment counseling and financial planning services. **Schedule a no obligation Discovery Meeting** and feel secure knowing that we are strictly held to the fiduciary standard.



[Click here to view video](#)



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Financial Planning | Retirement Income | Investment Counsel

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