

Financial Advisor Interview Questionnaire

1. Why did you become a financial planner?

I've worked in the capital markets for over 25 years, primarily servicing institutional investors with research, advisory services, investment banking and investor relations support.

I became a financial planner for two reasons: First, because I wanted to have a more personal relationship with and impact on my clients. Second because I am dismayed by the erosion of the financial safety net our parents enjoyed.

Our society has increasingly pushed the responsibility for financial planning on people who have neither the time nor the training to evaluate the information thrown at them by self serving sales organizations. Everyone should have access to competent and objective advice and I feel strongly that the hourly fee approach offers the most flexible approach to addressing the wide range of people's financial needs.

2. What is your educational and experiential background as it relates to personal financial planning?

I have a BA in Economics from the University of Michigan, an MBA in Finance from Columbia University, and have worked in the capital markets for over 25 years. I have formerly held the NASD licenses Series 7 and 63, and currently hold the Series 65.

Equally crucial in qualifying me as a personal financial planner, I've personally experienced (i) multiple market peaks and crashes, (ii) most major life events, and (iii) more than one career threatening ethics confrontation (happily always on the right side of the challenge.) Having witnessed the good, the bad and the ugly of financial services delivery, I take the fiduciary role of the investment advisor very seriously.

3. What are your financial planning credentials/designations and affiliations?

I am a member of the Garrett Planning Network and Financial Planning Association.

4. What are your areas of specialty?

Our areas of specialization are portfolio strategy, retirement/distribution planning and financial management for business owners.

We emphasize risk reduction through diversification and risk sensitive cash management, provide specific recommendations for reducing expenses and improving tax efficiency. We also offer portfolio hedging services for those who seek it.

5. Please describe your most common engagement / service provided? And the type of client or client situation you target?

We work with individuals and privately held businesses with a broad range of planning needs. Our most common engagements are in three areas:

- Retirement capital needs analysis to determine if resources will match longevity.
- Investment analysis and recommendations to reduce risks and improve performance.
- Plans for integrating personal and business financial strategies and cash management.

6. **Are you a registered representative of any broker/dealer?**
NO. We have no affiliations that will produce a conflict of interest.
- Are you a licensed insurance agent with any company or agency? NO**
If so, which one(s)?
7. **Are you a registered investment adviser?** Yes – New York State
8. **Are you a fiduciary?** Yes
9. **How are you compensated?**
- a. **Fee-Only, please define method of determining fees:** Our only compensation comes from hourly fees paid by our clients. We do not accept referral fees from any source.
 - b. **Commissions only:** N/A
 - c. **Fee and Commissions (fee-based), provide typical breakdown:** N/A
 - d. **Other:** N/A
10. **Do you have minimums for assets, account size, annual fees paid, etc? And what is your typical fee or charge for an initial engagement?**
- We have no minimum fees or asset requirements. Fees will depend upon the complexity of the analysis and the amount of time involved in meeting with you in person or over the phone, researching and analyzing your current situation, and providing specific recommendations. Our hourly rate for senior planners is \$225 per hour. Implementation assistance is available on request at \$75 per hour.
- Financial planning fees are determined on a project basis. The minimum initial engagement is the Limited Edition plan, which involves three hours of information gathering, analysis and client interaction. An *average* retirement analysis ranges from \$2,250 – 3,500. The goal of the 'Get Acquainted' meeting is to provide you with a quote.
11. **Do you provide a written agreement detailing the total amount of compensation and services that will be provided in advance of an engagement?** Yes
12. **Do you provide a thorough written analysis of one's financial situation and recommendations?**
- Yes and we provide a sample of our work product during the Get Acquainted Meeting.
13. **Do you offer assistance with implementation with the plan? Please elaborate.**
- Once your financial plan is complete, you determine how much ongoing assistance you want with implementation and investment monitoring. As part of each engagement we are available to answer questions about the plan and to provide guidance about implementation.
14. **Will you provide a second opinion or one time review?** Absolutely.

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