Comparison Checklist	Current Advisor	ME
Background		
has extensive experience in this business	☐	☑
has an impeccable record with the SEC or FINRA	☐	☑
has the capacity to give me timely personal service	☐	☑
works with a highly rated firm	☐	☑
Expertise		
understands global economic issues	☐	☑
has expertise in tax strategies	☐	☑
has expertise in retirement planning	☐	☑
has expertise in estate planning	☐	☑
has expertise in insurance	☐	☑
has expertise in cash flow management	☐	☑
has expertise in alternative investment strategies	☐	☑
is Certified Financial Planner (CFP)	☐	☑
Character		
is on time	☐	☑
is responsive	☐	☑
communicates problems promptly and frankly	☐	☑
accepts responsibility	☐	☑
consistently does what is promised, when promised	☐	☑
educates me	☐	☑
puts my financial well-being above fees	☐	☑
demonstrates integrity	☐	☑
creates the appropriate feeling of trust	☐	☑
Communication		
communicates often enough	☐	☑
provides relevant information	☐	☑
clearly explains the strategy for my investments	☐	☑
clearly explains how my investments have performed	☐	☑
provides appropriate choices for me	☐	☑
knows my complete financial picture	☐	☑
Process		
has reviewed or prepared my cash flow projection	☐	☑
consults with my professional advisors in other disciplines	☐	☑
works within a collaborative capable team	☐	☑
adequately determines my changing needs	☐	☑
provides an understandable investment policy statement	☐	☑
resolves problems immediately and effectively	☐	☑
effectively monitors and rebalances my portfolio	☐	☑
My Results		
I know what I own.	☐	☑
I know how much I pay in fees.	☐	☑
I understand the various risks in my portfolio.	☐	☑
I am comfortable with all of these risks I am currently taking.	☐	☑
I would recommend this advisor to a friend, colleague, or relative.	☐	☑
I would transfer additional funds to this advisor.	☐	☑