**Financial Advisory Company Questionnaire(s)**

**INSTRUCTIONS**

Email the following questions to advisory companies **prior to agreeing to a meeting.** Require all answers to be emailed back so you have it in writing. This simple step will eliminate unqualified advisors and companies that are structurally not aligned with your best interests.

**Option One:** Copy and send the five questions in the body of an email.

**Option Two:** If you have multiple companies that meet the five basic questions send the comprehensive questionnaire.

**FIVE QUESTIONS TO SET THE STANDARD:**

With these five simple questions you can eliminate unqualified advisors. It is that simple. If you choose to violate any of these five questions you are settling for less than the best and heed the warning, “Buyer Beware”.

1. Is your company an independent Registered Investment Advisor?
2. Does your team include a CPWA®, CFA®, CPA, & Attorney? Are you a CFP® professional?
3. Do you provide tax advice?
4. Can you advise and manage a client’s NFL 401(k), retirement plans, private real estate, venture capital and private equity investments held away from your company?
5. Do you work with a minimum of 25 professional athletes represented by at least 5 different agencies?

**Comprehensive Questionnaire**

**INTEGRITY**

Have any lawsuits/allegations been levied by past or present clients against you **or** your company?

Verify by visiting the following:

* Securities and Exchange Commission
  + [www.investor.gov](http://www.investor.gov)
* Financial Industry Regulatory Authority
  + <https://brokercheck.finra.org/>

**INTENT**

Is your company a Registered Investment Advisor, Broker Dealer, or Both?

Are you a registered representative?

Are you obligated to always work with your client as a Fiduciary?

Does your company own proprietary investment, insurance, or banking products?

Can you earn different compensation based on which investments or lending products you recommend?

Who holds custody of your client’s funds?

**CAPABILITIES**

Is your company limited to the investment options that you can recommend?

Do you advise and manage the investments inside a client’s NFL 401(k) plan and retirement plans held away from your company?

Can you advise and manage all private real estate, venture capital and private equity investments?

Who is making the investment recommendations and placing trades in my account?

Do you provide tax advice?

Do you have a Certified Public Accountant (CPA) working for your team?

In addition to investment management, what other services are included in your fee?

**RELATIONSHIP**

What is your client to adviser ratio?

As a client, how often can I expect to meet and speak with you?

Given the lack of financial experience of your athlete clients, what do you do to help educate them about financial planning?

How are you paid for your services?

* + An annual percentage based on assets managed.
  + Commission.

Do you receive or send referral fees to any sports agents that refer you clients?

**EXPERTISE**

What financial certifications/designations/licenses do you & any advisor who will be providing advice to me hold?

Minimum Securities License(s)?

Advance Designation(s)?

**EXPERIENCE**

How long have you and your firm been offering financial planning advice to professional athletes?

How many clients are active professional athletes?

How many clients have a net worth greater than $25 million?

What is the median age of your clients?

How many different agencies are your clients represented by?