



# 10 QUESTIONS TO ASK YOUR ADVISOR

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A good relationship with a trusted advisor provides guidance and support through all the stages of your life.

The Certified Financial Planner (CFP®) Board of Standards works to benefit the public by granting and upholding the CFP® certification as the recognized standard of excellence for competent and ethical personal financial planning. The board recommends that investors take the time to ask important questions during the first meeting.

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# 1 What experience do your advisors have?

An advisor should have a minimum of five to ten years experience, preferably through years of market volatility. CFP® professionals must have a minimum of two years experience related to financial planning.



Jeff Platt, the founder of Platt Wealth Management, has 25 years of experience as a financial advisor. He brings a broad investment perspective from a previous background in law and commercial real estate. Tracy Burgett has guided clients as a financial planner for 12 years, with prior practice in business transactions and litigation.

# 2 What qualifications and credentials do your advisors have?



CFP® professionals must complete rigorous study and experience requirements. To keep their credentials active, they attend conferences and mandatory continuing education classes to stay informed and knowledgeable. CFA, CPWA®, and other credentials deepen an advisor's knowledge and expertise to apply in complex planning and investing situations.

Jeff Platt holds the Chartered Financial Analyst (CFA) designation, the Certified Financial Planner® (CFP ) designation, and is currently pursuing an LL.M. degree in Taxation. Tracy Burgett holds both the Certified Financial Planner® (CFP ) designation and the Certified Private Wealth Advisor® (CPWA) designation. Jeff and Tracy both have law degrees.

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## What financial planning and investment services do you offer?

Registered Investment Advisors vary significantly in the services they offer. Before choosing an advisor, think over your goals and the services you need from an advisor.

Platt Wealth Management provides comprehensive services.

### Financial Planning



A financial plan may include retirement and cash flow planning, tax and estate planning strategies, Social Security and Medicare planning, and executive compensation and stock option planning.



### Investment Management

We work with you to customize your investment portfolio with an asset allocation based on your risk tolerance, encompassing both your willingness and ability to take risk.



### Wealth Management

As a wealth advisor, we coordinate with other professionals such as your attorney and accountant to address legal and tax decisions.

# 4 What is your approach to financial planning and investing?

## Financial Planning

At Platt Wealth Management, we spend time with you to help define your goals and concerns. We design a plan to empower you with choice, to decide on the direction that best aligns with your values and dreams.

Our financial planning process has four phases:



### Discover

We learn about where you are currently and where you want to be.



### Create

We present several courses of action customized to reflect your values and lifestyle. We also stress-test the scenarios to see how well they hold up to challenges like higher inflation and lower returns.



### Execution

You decide what you are willing to do to get to where you want to be, and we help you implement the plan by breaking it into manageable steps.



### Monitor

We help you track your progress and make adjustments to stay on course when life happens on the way toward your goals.

## Investment Management

We work closely with you to review risk and return in the markets and how that correlates with your specific portfolio. While investors usually receive more reward for more risk, we believe investors should not take more risk than is necessary to achieve their goals.

The appropriate asset allocation, which is critical to investor discipline, is one that you won't abandon in troubled times.

Together we design and agree upon a written Investment Policy Statement that outlines your goals. We do not hold your assets. They are held by an independent custodian such as TD Ameritrade or Charles Schwab. We have a limited power of attorney on client accounts to trade.

No market timing. We use diversified asset classes to capture returns and reduce risk.

We select no-load mutual funds with below-average expense ratios and above-average historical performance.

We don't use a one size fits all model portfolio. We customize your portfolio to your unique situation.

We look at your time horizon, risk tolerance, and other assets that you own to design your portfolio.

# 5 What types of client do you typically work with?

When choosing the right advisor, make sure the advisor has experience working with the financial concerns you have. It's important to know that your financial advisor can provide you with multiple solutions based on experience and knowledge.



We work with executive-level professionals, business owners, and recent retirees who prefer to delegate the complex day-to-day investment decision making and long-term planning to a professional team that can offer proactive advice. Our clients come to us for financial planning at major financial milestones in their life and goals-based investment management. Our clients generally have investable assets of \$500,000 or more.



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## Will you be the only financial planner working with me?

Registered advisory companies come in all sizes and styles. A firm's size can determine the level of service and expertise you receive.

Platt Wealth Management takes a team approach in our office. As a close-knit, expert team of professionals, we take the time to get to know you.

With two financial advisors with different specializations and networks, we feel confident we will find the solutions you need to achieve your goals. Our experienced operations staff works with clients to offer responsive, personalized service.



# 7 How much do you typically charge?

For investment management our fee structure is as follows:

Assets	Annual Rate
Up to \$2,000,000	0.90%
Next \$1,500,000 (up to \$3,500,000)	0.80%
Next \$1,500,000 (up to \$5,000,000)	0.70%
Next \$5,000,000 (up to \$10,000,000)	0.60%
Next \$5,000,000 (up to \$15,000,000)	0.50%
Over \$15,000,000	0.30%

## Financial Planning and Wealth Management

We charge a separate fee for written financial plans starting from \$2500. The fee depends on the complexity of the analysis and the needs of the client.

We offer discounts for wealth management clients who engage us for both financial planning and portfolio management. The discount depends on the number of assets you place with us. For clients with five million of assets under management, the financial plan is included under the wealth management agreement.

# 8 How will I pay for your services?

Different types of advisor compensation can range from fee-only, fee plus commissions, commissions only, and wrap fees. Confirm your understanding of the fee structure before entering a relationship with an advisor.

Platt Wealth Management is a fee-only firm, meaning our only compensation is what you pay us. We have three service options.



## A Financial Plan

You pay a deposit for engagement and pay the balance after we complete and present you with the financial plan.



## Investment Management

We bill our investment management services quarterly in arrears as a percentage of assets under management (AUM) or under a retainer agreement.



## Wealth Management

You pay a combination of AUM fee and flat plan fee with discounts applied.

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## Do others stand to gain from the financial advice that you give me, or do you earn money from recommending certain products or services?

Most people feel more comfortable knowing exactly how much they are paying for services and knowing that their advisor is a fiduciary with an obligation to put their interests first. That's why the CFP® recommends a fee-only advisor.

Platt Wealth Management is an independent, fee-only firm. The only compensation we receive is from the fees you pay us. We do not sell any financial products. We do not take commissions on any financial products we recommend. As CFP®, we abide by a strict code of standards and ethical responsibilities.

We will also disclose any conflicts of interest should they arise. If you need additional professional services from an attorney or CPA, we can provide referrals. We do not receive referral fees from professionals that we refer you to.

# 10

## Have you ever been publicly disciplined for any unlawful or unethical actions in your career?

You can find records and disciplinary history for CFP® professionals online with the CFP® Board, the Financial Industry Regulatory Authority (FINRA), and your state securities departments.



Platt Wealth Management and our employees have never been publicly disciplined for any unlawful or unethical actions. We are proud of our stellar reputation. Please review our firm's ADV Part 2 on file with the SEC.

If you feel we may be the right advisor for you, we invite you to our office for a complimentary initial consultation. We can answer any other questions you may have and look forward to getting to know more about you and your goals.

# My Notes

## Qualifications

Credentials?

Degrees?

Background?

Years of experience?

## Investment Management

Portfolio analysis

Custom portfolio design

Portfolio management

Ongoing advice

## Financial Planning

Retirement

Education

Charitable giving

Tax strategies

Medicare

Social security

Stock options

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**Compensation**

- Fee only?
- Fee and commissions?
- Commissions only?
- Wrap fees?

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