

CHOOSING A FINANCIAL PLANNER WHO PUTS YOUR INTERESTS FIRST

Presented by:

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BG Financial Planning

What Is Financial Planning?

Financial planning is the process of meeting your life goals through a “big picture” approach to managing your finances.

Financial Planning's Role

Financial planning helps you to:

- Define short- and long-term goals — what's most important to you

What Are Your Goals?

- Do you want to own a house, take a vacation, buy a new car?
- Do you want to have children and send them to private schools and pay for their college costs?
- Do you want to work until a ripe old age, or retire early?
- Do you want to become wealthy and leave a large endowment to your alma mater?

Financial Planning's Role

Financial planning helps you to:

- Define short- and long-term goals — what's most important to you
- Assess your current financial situation and commitments.

What Is Your Current Status?

- Have you already saved enough to put a down payment on your dream home?
- How much are you currently saving, and is it enough to pay for your children's college tuition bills?
- Are you comfortable with the current allocations in your investment portfolio?
- Are you currently in the process of changing jobs?

Financial Planning's Role

Financial planning helps you to:

- Define short- and long-term goals — what's most important to you
- Assess your current financial situation and commitments.
- Decide where you want to be in the future.
- Identify realistic strategies to achieve goals.
- Put your plan into action!
- Monitor progress.
 - review/adjust strategies as needed
 - keep on track to meet your goals

Can I Do My Own Financial Planning?

- Do I know what my goals are in life?
- Do I know how to prioritize or achieve them?
- Do I understand the level of risk in my investment portfolio?
- Am I comfortable choosing financial products?
- Do I have time to organize and track my finances myself?
- Do I have the discipline to plan a specific financial strategy and stick to it?
- Do I want to try financial planning alone?

What Is a Financial Planner?

- Accountant
- Stockbroker
- Insurance agent
- Financial planner
- A financial professional who uses the financial planning process to help you meet your life goals.
 - your needs drive the planner's recommendations
 - “big picture” at the heart of each decision — what's best for you the client

Financial Planning Process

- Establishing and defining the client-planner relationship.
- Gathering client data, including goals.
- Analyzing and evaluating your financial status.
- Developing and presenting financial planning recommendations.
- Implementing the financial planning recommendations.
- Monitoring the financial planning recommendations.

Finding a Planner You Can Trust

- Financial planning is a relatively new profession.
- Loose government regulation of the term “financial planner.”
 - some states group financial planners with investment advisers
 - investment advice is just part of financial planning
- Anyone can call him/herself a financial planner.
- How do you find a planner you can trust?

Look for the CFP Marks

- CFP Board was created in 1985
- Nonprofit, professional regulatory organization
- Mission to benefit the public by fostering professional standards in personal financial planning
- Not a membership organization
- You the public are the CFP Board's owners



CERTIFIED FINANCIAL PLANNER™

CFP™

The certification marks above are owned by the Certified Financial Planner Board of Standards, Inc., and are awarded to individuals who successfully complete the CFP Board's initial and ongoing certification requirements.

Look for the CFP Marks

Four Es:

- 100 topic **E**ducation curriculum
- 2-day, 10-hour **E**xamination
- Minimum of 3 years **E**xperience
- Adherence to a Code of **E**thics
- Adherence to Practice Standards
- Renew certification every 2 years
- Continuing education (30 hours every 2 years)
- Disclosure of ethical/criminal findings

How to Interview a Financial Planner

- 1) What is your background and experience?
- 2) What are your professional qualifications?
- 3) What services do you offer, and may I choose only some of those services?
- 4) What is your approach to financial planning?
- 5) Do you work alone or with others as a “team”?

How to Interview a Financial Planner

- 6) How do you get paid for your services?
- 7) How much do you typically charge?
- 8) Could anyone besides me benefit from your recommendations?
- 9) Have you ever been publicly disciplined for any unlawful or unethical actions in your professional career?
- 10) Can I have it in writing?

Your Rights as a Financial Planning Client

You have the right to:

- a planner who has integrity.
- objective advice.
- a planner who is competent.
- be treated fairly.
- privacy.
- a planner who is professional.
- a planner who is diligent.

Checking Up on a Planner

- *Certified Financial Planner Board of Standards*
(888) 237-6275 / www.CFP.net
- *North American Securities Administrators Association*
(202) 737-0900 / www.nasaa.org
- *National Association of Insurance Commissioners*
(816) 842-3600 / www.naic.org
- *National Association of Securities Dealers Regulation* □
(800) 289-9999 / www.nasdr.com
- *Securities and Exchange Commission*
(202) 942-7040 / www.sec.gov

Final Thoughts

- Trust your inner voice.
- Don't be afraid to speak up.
- Visit your planner to discuss your concerns.
- If you want more service/attention, ask for it!
- Remember, you are in charge.
- You have the right to terminate the relationship (recognizing the terms of the engagement).
- The best financial planning partnerships begin and end with cooperation, honesty and open communication.

Any Questions?

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