



R.W. Stanley Investment Planning

Independent, Objective, Conflict Free Advice

An Illinois Registered Investment Advisor

1580 S Milwaukee Avenue, Suite 202
Libertyville, IL 60048
(847) 816-0170

www.rwsinvestmentplanning.com

Questions for a Financial Planner... with *Bob Stanley*

1. Why did you go into financial planning?

From my own retirement planning experiences I found that objective, unbiased financial planning and investment advice is very hard to come by. Most investment advisers have high minimum investment requirements or, even worse, are actually just commission based product salesmen with little or no academic background in the field of finance who are simply masquerading (quite legally by the way) under the guise of *financial adviser*. After years of experience in the financial services industry, and extensive research into the field of *financial economics* I came to the conclusion that the marketplace lacks a reliable source of independent, objective, conflict free financial advice. I also came to believe the best way to deliver such a service would be on an hourly, as-needed compensation structure which allows the adviser to become a true advocate for the client and thereby always put the client's best interest first, the way it should always be... but very rarely is.

2. What are your qualifications?

I am an independent Registered Investment Advisor, Certified Financial Planner™ (CFP®) and a Chartered Financial Consultant (ChFC). For nineteen years I owned and operated a property and casualty insurance agency based in Libertyville Illinois. As a successful small business owner I became very proficient, by necessity, in many of the key areas of financial planning including budgeting, cash flow analysis, tax planning, capital needs analysis, and retirement planning to name just a few. My undergraduate degrees are in business and electrical engineering technology.

3. What areas do you specialize in?

I specialize in investment planning; specifically the analysis, selection and detailed design of appropriate portfolio asset allocations based on a client's specific risk tolerance, need to take risk, and economic stage of life. Academic studies have consistently shown that over ninety percent of a portfolio's variance from market return is determined by the portfolio's asset allocation and *NOT* by a portfolio manager's security selection and/or market timing skills. This is an area in which a scholastically competent, independent, objective, conflict free adviser can add substantial monetary value over time.

4. Are you a registered representative of any broker/dealer:

No. I have no contracts or affiliations with any securities brokers or securities dealers. I collect no commissions and/or fees from any broker or securities dealer. My intentions are to keep all my investment advice and financial recommendations objective and as conflict free as possible.

a. Are you a licensed insurance agent?

Yes. I am licensed to sell insurance in the state of Illinois but have no contracts and/or agreements to do so. Licensing is required, by law, of anyone rendering advice on insurance products.

5. How are you compensated?

a. Fee-Only. I'm paid directly by my clients on an hourly, per-project basis. I collect no third party payments, commissions or outside fees of any kind. My intentions are to always keep my advice and recommendations independent, objective and *conflict free*, the way it should be.

6. Do you have minimums for incomes, assets, account size, annual fees?

No. Since I am paid directly by my clients on an hourly, per-project basis there are no minimums based on assets, income, or account size. The fees paid will depend upon the amount of time needed to meet with you in person and over the phone, research and analyze the work you want done and prepare and present to you the finalized written report with specific recommendations and implementation assistance (if part of the engagement) **at a rate of \$180 per hour.**

All financial planning fees are determined on a per project basis. The total fee for a project will vary from client to client based on the specific needs and complexity of your situation with *basic projects typically ranging from 12 to 18 hours* of billable time and more *complex plans exceeding 20 hours.*

7. Do you provide a written agreement detailing work to be done and fee estimates?

Yes. At the introductory meeting I will provide you with a written agreement detailing the work you want done and my fee estimates including a written cap on the project whenever possible.

8. Do you offer assistance with implementation of the final plan?

Once the plan has been completed and presented to you, you decide how much ongoing assistance you want with the implementation and monitoring of your plan. As part of each engagement I am available to answer your questions on an ongoing hourly, as-needed basis.

9. Are you a fiduciary? Yes.

10. Are you a Registered Investment Adviser? Yes, with the state of Illinois.

11. Will you provide a second opinion? Yes, I will review the work of wealth management and investment firms to evaluate risk and results whenever possible.

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Email; BobStanley@rwsinvestmentplanning.com

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