



## **R.W. Stanley Investment Planning**

*Independent, Objective, Conflict Free Advice*

An Illinois Registered Investment Advisor

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# **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 retirement planning; specifically, have I acquired enough capital and earned benefit (Social Security and pension benefit) to maintain my current standard of living for the rest of my life? And then, *based on that outcome*, when can I likely retire, *and* how do I best allocate my current assets (portfolio asset allocation) and claim my current benefits (Social Security and pension timing, and benefit selection) in such a way that it optimizes my overall probability of long term success?

**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 \$210 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 the complexity of your specific situation, with *basic projects typically ranging from 14 to 20 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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