



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

*Independent, Objective, Conflict Free Advice*

An Illinois Registered Investment Advisor

1580 S Milwaukee Avenue, Suite 525  
Libertyville, IL 60048  
(847) 816-0170

[www.rwsinvestmentplanning.com](http://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 (and quite legally so 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 as-needed, per-project compensation structure which allows the adviser to become a true advocate for the client and actually 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*, 1) when can I likely retire, 2) how do I best allocate my current assets (portfolio asset allocation) to maximize return per unit of risk taken, and 3) when do I claim my benefits (Social Security and pension timing, and benefit selection) to best optimize my overall return and 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. On a *Fee-Only* basis. I'm paid directly by my clients on a 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, or overall account size?**

No. Since I am paid directly by my clients on a per-project basis there are no minimums based on assets, income, or overall account size, although we do have a minimum charge for any one given project. The fees you pay will be based primarily on the amount of time needed to meet with you, both in person and over the phone, research and analyze the work you want done, and to prepare and present to you the finalized written report, including specific detailed recommendations and implementation assistance (if part of the engagement) **at a rate of \$300 per hour, with a minimum charge of \$1,200 (4 hours) for any one given project.**

All financial planning fees are determined on a per-project basis. The total fee for an initial planning project will vary from client to client based on the specific needs and the complexities of that client's given situation, with *basic initial planning projects typically ranging from 14 to 20 hours* of billable time and with more *complex projects 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 address any questions you might have which relate directly to the work completed for one year.

**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 other wealth management and investment firms to evaluate risk and results whenever possible.

Robert W. Stanley, CFP®, ChFC  
R.W. Stanley Investment Planning  
1580 S Milwaukee Ave Suite 525  
Libertyville IL 60048  
847-816-0170

Email; [BobStanley@rwsinvestmentplanning.com](mailto:BobStanley@rwsinvestmentplanning.com)

Robert W. Stanley d/b/a R.W. Stanley Investment Planning does not, and will not provide accounting or legal advice, has no accountants or lawyers on staff, and therefore refers all matters requiring tax or legal advice to the Client's preferred and properly licensed professionals. Fees and all other costs incurred from such engagements are the sole responsibility of the client and not part of any agreement(s) with R.W. Stanley Investment Planning.