

# Interview Questions to Ask Your *Financial Advisor*

## 1. WHAT DO YOU LOVE ABOUT YOUR JOB?

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## 2. WHAT SERVICES DO YOU PROVIDE FOR CLIENTS?

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## 3. WHAT IS YOUR INVESTMENT PHILOSOPHY?

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## 4. HOW WILL WE COMMUNICATE ABOUT MY INVESTMENTS?

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## 5. HOW DO YOU GET PAID?

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## 6. HOW WILL YOU MEASURE AND EVALUATE MY INVESTMENT PERFORMANCE?

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## 7. CAN YOU TELL ME WHY THE LAST TWO CLIENTS YOU LOST LEFT YOU?

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# Financial Advisor *Evaluation Score*

After meeting with an advisor, ask yourself these three questions and rate the advisor in each area (1 being not great and 10 being amazing).

## Communication:

How effective is your financial advisor at communicating with you?

Do they communicate based on your preference (in person, calls, emails) and as often as you'd like?

1 2 3 4 5 6 7 8 9 10 SCORE \_\_\_\_\_

## Investment Strategy:

How well does your financial advisor understand your long-term goals?

Can your advisor articulate your financial goals and explain how your plan and investment strategy are working toward those goals?

1 2 3 4 5 6 7 8 9 10 SCORE \_\_\_\_\_

## Empowerment:

How skilled is your advisor at making you feel more knowledgeable and less overwhelmed?

Do they help you understand complicated investing terms, or do they use confusing industry jargon and expect you to just do what they say?

1 2 3 4 5 6 7 8 9 10 SCORE \_\_\_\_\_

**Now that you've evaluated these three areas, out of the possible 30 points, what was your advisor's score? \_\_\_\_\_**

Tip: If you rated your current advisor at 20 or below, it's probably time to find another advisor who's a better fit for you and your financial goals.