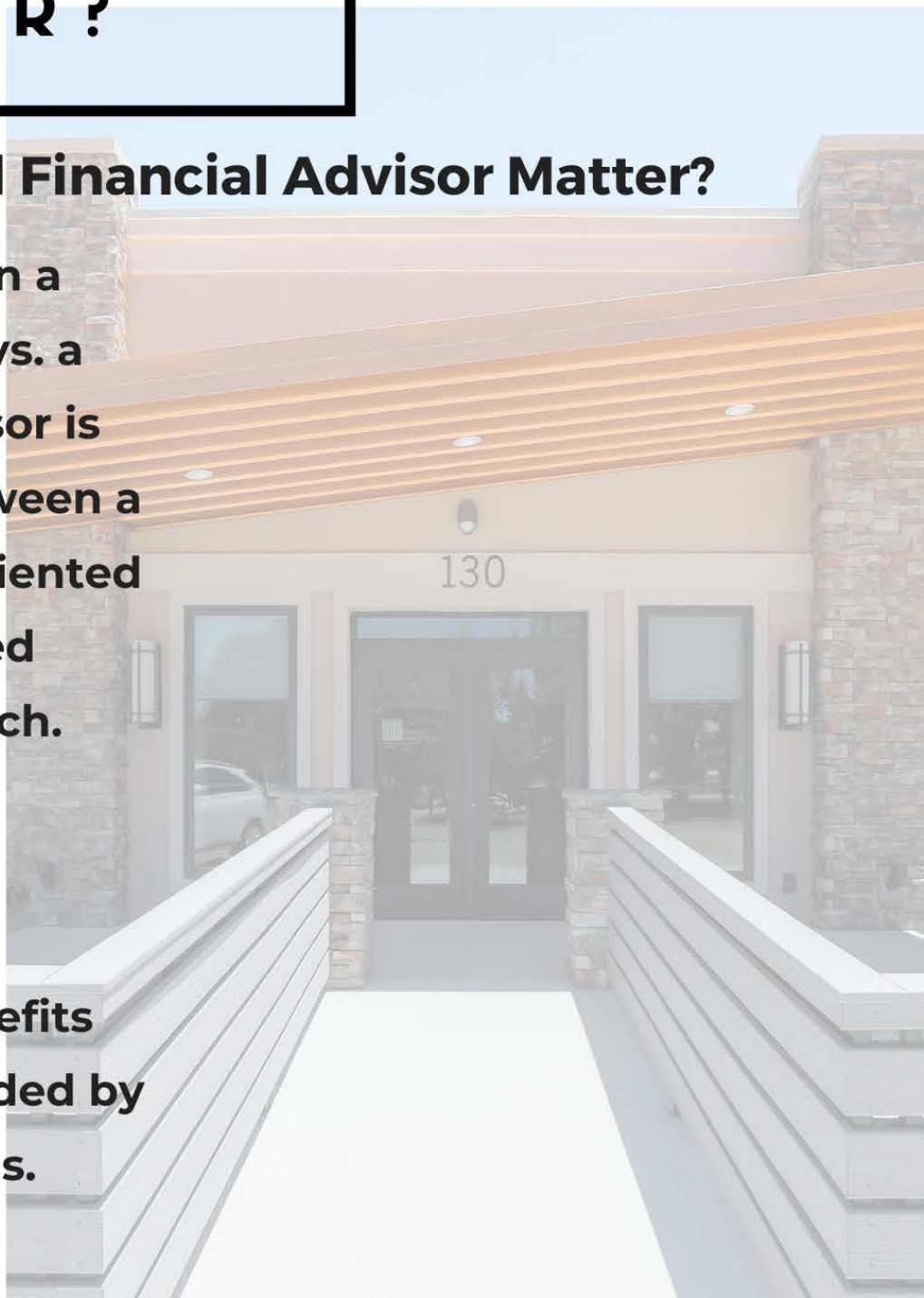


SHOULD YOU HIRE A LOCAL FINANCIAL ADVISOR?

Does Hiring A Local Financial Advisor Matter?

The difference between a local financial advisor vs. a national financial advisor is really a difference between a professional service-oriented approach vs. a detached product-driven approach.

a professional service-oriented advisor offers several significant benefits which cannot be provided by the large national firms.



EXTRAORDINARY INDIVIDUAL SERVICE



Independent financial advisors are much more likely to be focused on you and your needs.

They're not concerned with the next 3 to 5 steps on the corporate career ladder. They're close to you and can take the time to address your needs and requests. •



OBJECTIVE INDEPENDENT ADVICE



Most “advisors” at the large national firms will receive part or all of their compensation based on selling you a product, whether it’s a stock, bond, mutual fund, insurance policy, or annuity. This creates an inherent conflict of interest. The securities laws in this country recognize this fact and hold these “advisors” to a lower standard. It’s called the “suitability” standard, and it means they only have to consider whether the products they sell are generally suitable for your broad investment profile.

The highest standard is the “fiduciary” standard. The independent advisor who agrees to meet this standard is legally required to place your interests first at all times. They weigh all the factors in your situation before making any recommendation. Their advice is 100% objective. Whether you hire a local financial advisor or not, we strongly believe that what matters most is that they are objective and put their clients first

Because the professional service-oriented firm is taking the time to get to know you, they can offer a holistic approach. They see planning as an integral part of their customer service, not just as a loss-leader to bring people in the door. This most often leads to smarter planning, which can significantly improve your long-term success.



The reason is that a comprehensive advisor is looking at all the areas which affect retirement income – your investments, pensions, social security, expenditures, tax exposure, etc. It's not just about investment returns. It's about being smart with everything you have.



HOLISTIC COMPREHENSIVE ADVICE

RECOMMENDATIONS TAILORED TO YOUR SPECIFIC SITUATION

The large national firms are set up to standardize advice and product recommendations. They then sell those to as many people as possible. If each “advisor” working for these national firms has to thoroughly analyze each client’s situation before making recommendations, there’s no way the firm can achieve economies of scale and multiply profits. By forming recommendations based on an understanding of the “typical” or “average” investor, these national firms can drive profits.



Unfortunately, this doesn't drive your success. The professional service-oriented firm is in a much better position to tailor the recommendations to exactly what is needed in your situation and for your goals.

YOU CAN HAVE A SAY IN WHAT HAPPENS TO YOUR MONEY



In order to obtain the profit margins they need, the large national firms aren't set up to have detailed conversations with you about how your money is to be invested. They want to make one decision and implement it across several thousand accounts without having to get your permission ahead of time.

The independent advisor doesn't have to do this, and the best ones actually want you to be involved. They want to become part of your professional team which works to achieve the goals that are important to you, and they want to make sure you understand why their recommendations will help you. If you want to have a say in what happens to your money, choosing an independent, professional, service-oriented advisor.

MEET WITH YOUR LOCAL FINANCIAL ADVISOR

There is one key benefit of having a local financial advisor. Choosing a local financial advisor allows you to actually meet the person who will be giving you advice. The national firms can't afford to do this. Even if you're comfortable conducting business online, there will inevitably be times when you want to meet and have an honest talk with, the person who is giving you advice.

The large national firms tend to divide their workload into separate departments. In these large firms, your "advisor" is more likely an account manager who serves as a buffer between you and some other people in a back office who actually do the work. Your "planning" likely comes from the planning department; your investment analysis likely comes from an analyst who is detached from what's really important in your life, and those actually implementing the strategy typically see you as just a bunch of "buys" and "sells" they execute each trading day. You're just not going to be able to meet with a true "advisor" because those duties have been split amongst several people in different offices.

On the flip side, you should be able to meet with an advisor if you select an independent service-oriented advisory firm. Here at Financial Management Inc., we don't have "account managers", "planning departments", or other divisions which separate your advisor from your situation. Instead, we have independent, objective advisors who are fully committed to, and involved in, achieving your goals. If you want to drop in personally to meet with us, we encourage it. If you want to schedule a video call or phone meeting instead, we'll accommodate that as well. But you have a choice, and you get to decide what's right for you.

FMI

FINANCIAL MANAGEMENT INC.
RETIREMENT | PLANNING | INVESTMENTS



- **We pride ourselves on maintaining our independent objectivity and on providing exceptional customer service as we work with you to achieve the goals that are most important to you.**
- **We believe this is critical to your success.**
- **We take the time to get to know you and give you the opportunity to get to know us.**
- **We design financial and investment plans which are specifically tailored to your needs.**
- **We work very hard to make sure you understand your plan and have the highest confidence in its ultimate success.**
- **Then we stick around to implement the plan and to make sure you achieve success.**
- **We are a group of caring people working with clients who care about their families and futures.**