



# WHAT SHOULD I KNOW BEFORE HIRING A FINANCIAL PLANNER?



10 SIMPLE  
QUESTIONS TO  
KNOW IF YOU'RE  
MAKING A GOOD  
CHOICE!

***This list is for educational purposes only, and does not guarantee successful results when searching for, or working with a financial planner/advisor. Please consult your professionals prior to taking any investment advice.***

## Question #1:

Do you work under a Fiduciary or Suitability Standard?

*Jargon... we hate it! But we promise this is the only question that will include it. Simply put, Fiduciary means working **in your best interest**. Suitability on the other hand, means "it could be the best interest, but might not be".*

*Just like if you went to the Doctor, you'd probably want someone looking out for you, not the hospital, right?*

## Question #2:

Do you or your firm have any legal disclosures?

*Making sure your trusted Financial Professional is following the rules and doesn't have any serious complaints is something you'll definitely want to understand. If you don't feel comfortable asking them, you can conduct a free online search via the SEC's website. We'd suggest looking up the firm, and the individual you'd be working with.*

*Investment Adviser Public Disclosure: <https://adviserinfo.sec.gov/>*

## Question #3:

What services do you provide or sell?

*A comprehensive Financial Planner is going to be much more thorough (on average) than just someone who manages/trades your investments. Do they just cover investments? Or do they do cover all topics such as Retirement Planning, Insurance Planning, Tax Planning, Cash Flow/Budgeting, and helping your coordinate your Estate Planning?*

*Also, understanding if they sell products can help you identify whether or not they are going to receive a commission and have additional conflicts of interest to you.*

## Question #4:

How do you get paid?

*An easy follow-up to the last question. Do they charge a fixed fee? A percentage of assets they manage? Commission from product sales?*

*There are a variety of ways you can be charged or how the person you're working with can be incentivized to do particular things for you. While there's no perfect model to be charged, avoiding models that encourage unnecessary products or tools (such as those charging commissions) can help you be sure they are working under a Fiduciary Standard at all times.*

## Question #5:

Do you have a minimum fee or investment account size?

*Self-explanatory, but it's really important to know if your situation will even be something they are willing to take on. Some firms will charge a minimum fee in place of needing a specific amount of investment assets to work with them.*

## Question #6:

Who do you typically work with?

*Going back to the Doctor and Hospital analogy, you may want to make sure you're seeking care from someone who knows your situation. Generalists can be just fine, but if you feel like you have a specific need or question, you'll want to know they have seen something similar before.*

*You wouldn't go to a Brain Surgeon for a Heart Transplant, would you?*

## Question #7:

How many clients do you work with?

*This is a tough question. While more clients can show more people trust the professional, will having more people to serve impact your ability to get service? Understanding how many clients they work (or want to work with) will help you understand how available they may be when working with you.*

## Question #8:

How often do you meet or speak with your clients?

*This could vary quite a bit. Some will just give their clients a call a few times a year to check-in, talk about investment performance, and that's it.*

*Others will have semi-annual or quarterly meetings with their clients. Those who bill hourly may just work on an "as needed/requested" basis. This is more up to your preference, but make sure their service offering aligns with your needs.*

## Question #9:

What certifications do you have?

*This is a really good question for a few reasons. First off, some licenses (like the Series 7 or 66) are needed to sell products. It can be a hint of how they are compensated. Having extra credentials like the Certified Financial Planner™ can show a willingness to obtain optional education and a more thorough understanding of Financial Planning.*

## Question #10:

Do I feel comfortable with this person?

*More of a self-reflection than something to ask in an introduction call, but it couldn't be more important! Talking about finances can take courage, vulnerability, and you should be working with someone who respects your whole financial picture.... and that includes who you are! If they talk down to you, make you feel "dumb", or aren't willing to meet you where you're at, it could be a red flag.*

***It's exactly why we call all of our meetings "judgement free zones", and while we all have our unique stories, it's part of why we love working with people!***

**[Check out the rest of our answers on the next page!](#)**

## **Do you work under a Fiduciary or Suitability Standard?**

*We work under a Fiduciary (in your best interest) Standard. While many financial products are important for your financial life, we don't want to have the conflict of interest and prefer not to sell them to you.*

## **Do you or your firm have any legal disclosures?**

*No. You can review our public report [here](#).*

***Matt's Personal Profile: ([click here](#)) Harmony Wealth's Profile: ([click here](#))***

## **What services do you provide or sell?**

*We provide both Comprehensive Financial Planning and Investment Management. We do not sell any products.*

## **How do you get paid?**

*Depending on what service you'd like, we either charge a flat monthly fee, a one-time project fee, or bill a percentage of assets we manage. We don't earn any commissions or kickbacks from product providers.*

## **Do you have a minimum fee or investment account size?**

*Yes. Depending on your needs, there is a minimum fee for our services.*

*Read here: <https://planwithharmony.com/working-with-us/>*

## **Who do you typically work with?**

*We typically work with those in Healthcare, or who own a Business. We also have a great deal of experience working with employees who have Wisconsin State Retirement.*

## **How many clients do you work with?**

*We currently work with 26 clients (as of January 2024) and have room for 10-20 more clients. We only want to have 40 or so clients.*

## **How often do you meet or speak with your clients?**

*Most of our clients choose to meet with us twice per year. We encourage our clients to request additional meetings as needed, and ask questions via email and phone!*

## **What certifications do you have?**

*Matt Fizell is a Certified Financial Planner™.*

*That just leaves us with making sure it's someone you feel comfortable with. Schedule a no-pressure Get To Know You call! ([Click Here](#))*