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**ESSENTIAL
QUESTIONS**

<<< *to ask when* >>>

**EVALUATING
A FINANCIAL
ADVISER**



FISHER INVESTMENTS®

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7 Essential Questions To Ask When Evaluating a Financial Adviser

You have many options when it comes to managing your investments, and choosing the right adviser can be a daunting, time-intensive task. That's why we've come up with this series of important questions you can ask any investment professional before hiring one to manage your portfolio. Of course, every investor's situation is different, but we believe you will find these questions useful as you make an investment management decision.

This guide focuses on seven questions we believe are important to successful long-term investing:

- 1. How will you get to know my whole financial picture and make a plan for my unique needs?**
- 2. Who will choose my investments—and what makes them qualified?**
- 3. How will I know I have the right mix of stocks, bonds and other investments?**
- 4. How will you find global opportunities for me?**
- 5. How will my plan adapt when markets or my goals change?**
- 6. How do you make money?**
- 7. How will you keep me updated about my plan?**

1. How will you get to know my whole financial picture and make a plan for my unique needs?

In addition to your investments, a financial plan should also consider other important retirement needs. Every investor's retirement is unique, so it's important for you to work with an adviser who listens and takes the time to learn about your lifestyle, needs, health and family—so they can design a plan to help you meet all your financial goals. Advisers who do this are better equipped to help you determine how things like estate planning, tax liabilities and Social Security fit into your plan. Here are some common questions on financial planning to help guide your conversation:

- How would you build an understanding of my needs and goals?
- How would you update my plan if my needs or goals change?
- How do you factor Social Security benefits into your clients' retirement plans?
- Are you able to provide resources to assist with estate planning?
- What type of tax planning guidance can you provide?
- Who on your team is able to provide assistance with these topics, and what are their credentials?

2. Who will choose my investments—and what makes them qualified?

Many advisers wear multiple hats. An adviser who is responsible for handling operational requests and selling investment products may not have the time to adequately research investment opportunities. Some financial advisers outsource their investment decisions to other companies or even robo-advisers. Understanding who is making the decisions that impact your investments—and knowing they're qualified to do so—can give you peace of mind.

- Who would be responsible for recommending investments for my portfolio?
- What makes them qualified to make portfolio decisions?
- How long have they been making investment decisions for your clients?
- Do they have a demonstrated performance history that I can review?



3. How will I know I have the right mix of stocks, bonds and other investments?

In our view, asset allocation—the mix of stocks, bonds, cash and/or other securities in your portfolio—is the most important factor determining long-term portfolio performance. Every investor's asset allocation should be customized to their financial circumstances and long-term objectives. Therefore, it's important that your money manager or adviser has a demonstrated history of making strategic allocation decisions. Here are some related questions to ask:

- Who is responsible for making or recommending changes to my asset class mix? You? Another individual at your firm? Or does the responsibility ultimately rest with me?
- How would you determine my asset allocation?
- How frequently would my portfolio's asset allocation be reviewed? Only when I request it?
- Would my asset allocation change if your overall market outlook changed?
- Who is responsible for making market forecasts? Do you/they have a demonstrated history of making strategic market calls that I can review?

4. How will you find global opportunities for me?

Investing globally helps provide opportunities to enhance performance and manage risk. For example, US investors may prefer to invest primarily in US-based companies—which only make up about 60% of the world equity market.* That means you could be missing out on 40% of world markets! By investing globally, you can take advantage of opportunities many money managers miss. Here are some points to discuss with your potential adviser:

- How long have you/your firm been investing in global markets?
- Who is responsible for monitoring global markets for opportunities and risks?
- How do you (or your firm) decide which countries to invest in and which to avoid?
- How do you (or your firm) determine when and how much to invest in each country's equity market?

5. How will my plan adapt when markets or my goals change?

Market conditions are constantly changing, and it's important to have a flexible investment strategy that can adapt. In our view, rigid adherence to a static size, style and/or sector mix can mean missed opportunities to enhance performance and manage risk. A flexible strategy can help you reach your investing goals by adapting to forward-looking market conditions. With that in mind, consider asking your potential investment professional these questions:

- How do you decide which equity style might be appropriate (e.g., large or small cap, growth or value)?
- Will the mix you choose for me be static or flexible?
- What would make you/your firm recommend a shift in the size, style and/or sector mix?

**Source: FactSet. MSCI ACWI constituents, as of 08/31/2021.*



6. How do you make money?

How does this investment professional make money? Do they make commissions on trades or earn fees for selling you certain products? Or do they offer a simple fee based on assets under management? Ensuring your adviser's interests are aligned with yours can be an important factor in reaching your investing goals, so discuss these questions with them:

- Aside from what I would pay you directly, what other compensation do you receive?
- Do you receive commissions for selling insurance products, funds or other financial products, or any other compensation?

7. How will you keep me updated about my plan?

Direct customer service from someone who knows you by name and understands your financial situation is important when it comes to your investments. These questions will help you determine whether an investment professional will meet your needs:

- Does your firm have someone dedicated to communicating with clients like me who would know me by name?
- How frequently do you communicate with your clients?
- What kind of reporting would I receive from you regarding my account?
- What kinds of tools and resources do you provide to help clients understand what's going on in the market?
- What is your communication plan to help clients remain calm and disciplined through up and down market periods?

We believe Fisher Investments can help you build a more secure financial future.

A second set of eyes on your financial future is always a good idea. If you want an experienced financial professional to review your retirement portfolio and financial goals, call Fisher Investments at **800-568-5082** for a complimentary evaluation.*

We look forward to hearing from you.

Investing in financial markets involves a risk of loss and there is no guarantee that all or any invested capital will be repaid. Past performance neither guarantees nor reliably indicates future performance. The value of investments and the income from them will fluctuate with world financial markets and international currency exchange rates.

**For qualified investors with \$1,000,000 or more in investable assets.*

FROM THE MOMENT YOU BECOME A CLIENT, WE PUT YOU FIRST

We are dedicated to helping investors like you reach their long-term financial goals and live comfortably in retirement. As a fiduciary, we are obligated to put our clients' interests first, but our values, structure and focus on you go even further:

SIMPLE, TRANSPARENT FEES

Unlike some money managers, we don't earn commissions on trades or by selling investment products. Instead, we use a transparent fee structure that's based on your portfolio's size—so our interests are aligned with yours. We do better when you do better.

TAILORED INVESTMENT APPROACH

Your retirement plan should be custom-fit to your unique situation and long-term goals—that's why we take the time to get to know you, your finances, health, family and lifestyle. As your needs and markets change over time, we will adapt your strategy to keep up.

DEDICATED SERVICE

As a client, you'll get dedicated support to help you stay on-track to your long-term goals. We'll keep you updated on your portfolio and changes in markets—even when volatility is high. You'll also receive resources on Social Security, Medicare, tax efficiency and more.

ABOUT FISHER INVESTMENTS


We have been working to make the financial services industry a better place for investors since 1979. Today, we apply that experience in helping clients around the world reach their long-term goals. Led by our founder Ken Fisher, our Investment Policy Committee—the primary decision-makers for your portfolio—has 150+ combined years of industry experience.

HOW DOES FISHER INVESTMENTS COMPARE TO OTHER MONEY MANAGERS?

	Fisher Investments	Other money managers
Fiduciary—always putting clients first	✓	?
Simple, transparent management fees	✓	?
No commission-based products	✓	?
Portfolio tailored to your goals and lifestyle	✓	?

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