

AdvisorSmart®

Sample Financial Advisory Firm Selection Criteria

Our Wants — We WANT the financial advisory firm to have these traits:

1	<i>Independent Advice:</i> Independent of banks, brokerage firms & insurance companies
2	<i>Comprehensive Advice:</i> Balance sheet, taxation, insurance, cash flow, financial planning, risk management
3	<i>Disciplined Advice:</i> Firm follows the Global Fiduciary Standards of Excellence (Broadridge/Fi360)
4	<i>CEFEX Certification:</i> Firm certification from the Centre for Fiduciary Excellence (CEFEX)
5	<i>Quality Fiduciary Advice:</i> Comprised of professionally trained Accredited Investment Fiduciary® (AIF®) staff
6	<i>Investment Philosophy:</i> Evidence-based investment approach using low-cost index funds
7	<i>Investment Policy:</i> Assistance with developing our investment policy statement
8	<i>Investment Strategy:</i> Asset allocation and periodic portfolio rebalancing to manage investment risk
9	<i>Investment Management:</i> Discretionary investment portfolio management service
10	<i>Tax Expertise:</i> Familiarity with tax compliance for nonprofit organizations
11	<i>Quality Professional Advice:</i> Assistance with cash flow planning and modeling
12	<i>Good Fit:</i> Firm has at least three accounts of similar or greater size