



10 Questions for Your Maybe Future Financial Planner and Advisor (and answers by Joel M. Roberts of Brescor Wealth)

1. How will you assist me in reaching my financial goals?

Regardless of the service you need (planning, investing, or coaching), I will take you through a process of similar steps. These include Discovery, Organization, Goal Setting, Planning, Implementation, and Monitoring. I will help you discover what money means to you and how it works in your life, both positively and negatively. I'll help you organize your thoughts and, if necessary, your records. I'll help you create and clarify goals, and then I'll help you prioritize those goals by importance and urgency. I'll help you put a plan together. This plan might be subdivided based on time horizons (short, intermediate, and long-term). I'll help you with an implementation strategy, which will include clear actions for you and for me. And I'll help you monitor your progress and make adjustments when necessary.

I begin every working relationship with the hope that it will last a very, very long time. Why? Financial wellness – like physical, mental, emotional, and spiritual wellness – is a *life* journey. It isn't a one-and-done activity.

2. How are you compensated as a planner and advisor?

I offer clients three different services: (a) financial planning, (b) combined financial planning and investment management, and (c) personal finance coaching service. I charge financial planning on either an hourly basis or a project-with-annual-retainer basis. I charge combined financial planning and investment management on a tiered schedule based on AUM or income (the latter for qualifying clients). I charge personal finance coaching on an hourly basis.

I don't receive any additional compensation through commission, kickbacks, or other indirect ways.

3. Do you accept or pay any referral fees?

No.

4. What makes you different than other financial planners and advisors?

A few things:

First, I am the sole owner of Brescor Wealth, and I do not operate under the umbrella of a principal company. Because I'm fully independent, I answer only to clients and my service decisions are not hamstrung by corporate red tape.

Second, I **never** require a minimum AUM. This is **very** rare among wealth management companies. Also, I offer income-based pricing to certain qualifying clients for financial planning/investment management service. This is not commonly offered by other advisors.

Third, my primary focus is on planning; my secondary focus is on investing. My service pricing reflects this.

Fourth, Brescor Wealth's service model is rooted in risk management, with a deep focus on **non-investment** financial risks. This means I pay careful attention to protecting clients from the one-in-a-million, catastrophic "killers" of wealth (e.g. death, poor health, disability, lawsuits, natural perils).

Fifth, I am a huge advocate of financial literacy. I believe that part of my job is to help clients think more independently and act more confidently on financial matters.

5. Are you held to a fiduciary standard of care?

Yes, as an Investment Advisor Representative, I'm legally required to act in your best interest regardless of the compensation I might receive. Moreover, as a professional who holds the CFP®, RICP®, and CFT™ marks, I'm held to even higher standards of care, duty, loyalty, integrity, honesty, objectivity, and professionalism.

6. What are your professional credentials and experience?

In 2000 I earned a BA from Brandeis University with dual concentrations in American and English Literature and Economics.

In 2007 I earned an MBA from Boston University with dual concentrations in Strategy and Finance.

In 2016 I earned the designation of Certified Financial Planner® (CFP®), in 2018 I earned the designation of Retirement Income Certified Professional® (RICP®), and in 2024 I earned the designation of Certified Financial Therapist (CFT™).

I have more than 15 years of work experience in wealth management. Before starting Brescor Wealth, I was the COO and Director of Financial Planning for a wealth management firm and later the Director of a family office.

7. Have you ever been disciplined by the SEC, FINRA, or any professional agency? Have you ever been sued by a former client?

No and No.

8. What is your financial planning process, investing philosophy, and coaching styles?

My financial planning process is consistent with the 7-step approach approved by the CFP Board®. That includes the following:

- a. Understanding the Client's Personal and Financial Circumstances
- b. Identifying and Selecting Goals
- c. Analyzing the Client's Current Course of Action and Potential Course(s) of Action
- d. Developing the Financial Planning Recommendation(s)
- e. Presenting the Financial Planning Recommendation(s)
- f. Implementing the Financial Planning Recommendation(s)
- g. Monitoring Progress and Updating

The depth to which I go into each step depends on the scope of the client engagement/relationship. I pride myself in my flexibility, and I resist overcomplicating the process for the sake of justifying my fees. My service is valuable because I produce results that are far more valuable than the fees clients pay me.

My investment philosophy is simple: actively invest using mostly "passive investments" (broadly diversified ETFs and mutual funds) in a way that is consistent with your risk capacity, risk tolerance, investment horizon, and financial goals.

My coaching style includes active listening, problem assessment, thoughtful questioning, and honest feedback. I encourage reflection and self-discovery, and I work with clients to

create tangible, solution-oriented action plans. Stylistically, I prefer informal deep-dive discussions on your money experiences, worries, and attitudes over highly structured presentations on complex financial subjects. I don't think coaching of any kind is useful unless it is both understandable and relatable to the coached.

9. Do you have clients similar in age/stage of life?

I am 46, married, and I have two young children. I have clients in their 40s, and I have clients in their 70s. More importantly, in my career I have worked with an even wider age range of clients: from early 20s to late 80s. I am happy to work with every age group!

10. Do you only serve a specific demographic?

I primarily work with healthcare professionals and their loved ones, but I do have clients who have no direct professional link to healthcare. These special clients understand that my service philosophy is rooted in promoting **financial wellness**, which done well can have a tremendously positive effect on **overall wellness and health**. They appreciate that I have made this the focus of my service model, and they recognize that certain Brescor Wealth deliverables and educational content reflect this.