Financial Advisor Evaluation Matrix

INDIVIDUAL INVESTOR

Advisor Smart®

Financial Advisor Evaluation Matrix for Individual Investors

Use these questions to determine if the vendor meets your predetermined selection criteria. The best possible response is 12 affirmative (yes) answers. Choose to eliminate the vendors with the most NO answers.

	RFP CRITERIA	QUESTION	Vendor 1	Vendor 2	Vendor 3	Vendor 4	Vendor 5
1.	RIA Firm	Are you a Registered Investment Advisor (RIA) firm?	Y				
2.	Fee-Only	Do you qualify to be a NAPFA fee only firm?					
3.	Fiduciary	Will you acknowledge your fiduciary obligations in writing?					
4.	Independent	Are you independent from banks, brokerage and insurance firms?					
5.	Comprehensive	Will you advise on both our assets and our liabilities?					
6.	Disciplined	Do you have a defined and repeatable investment process?					
7.	Experienced	Do you have experience and expertise serving clients like us?					
8.	Personalized Service	Will you tailor your investment services to meet our needs?					
9.	Cost	Can you provide the annual cost in dollars to retain your firm?					
10.	Conflicts of Interest	Will you manage any conflicts of interest in our favor?					
11.	Third-Party Verification	Is your firm certified by any third party verification services?					
12.	Fiduciary Education	Will you provide fiduciary education to our family members?					
		Total Number of YES Answers					

© 2024 AdvisorSmart