

## Financial Advisor Interview Questionnaire

### 1. Why did you become a financial planner?

After a thirty-two-year career in the financial services industry, I was ready for a break from the corporate world. Over the years, I had a number of people approach me for advice on insurance, budgeting, investments and related financial planning issues. I always enjoyed the sense of satisfaction that came from assisting these people to make an informed financial decision that was free from any conflicts of interest. Upon my retirement from executive management, I decided to combine my passion for finance and risk management with a sincere desire to help people manage the complexities of financial planning. I find great satisfaction in assisting individuals and couples in their quest to be responsible stewards of the resources that have been entrusted into their care.

### 2. What is your educational and experiential background as it relates to personal financial planning?

I graduated with a double major in Business Administration and Church Work (Religion). I worked at MMA (now Everence Financial), a diversified financial services organization for nearly thirty-three years. At MMA, I carried senior management responsibility in overseeing a variety of financial services products that addressed multiple financial planning needs. I also assumed the role of President and CEO of MMA Praxis Mutual Funds for eleven years, where I gave senior leadership to a family of six mutual funds with assets of \$800 million. I have fulfilled the educational, experience and ethical requirements necessary to receive the Chartered Life Underwriter (CLU) and Chartered Financial Consultant (ChFC) designations. In 2010, I completed all of the requirements established by the CFP Board of Standards to use the CERTIFIED FINANCIAL PLANNER™ mark, the recognized symbol of financial planning excellence.

### 3. What are your financial planning credentials/designations and affiliations?

- Certified Financial Planner® Professional
- CPA/Personal Financial Specialist (CPA/PFS)
- NAPFA – Registered Investment Advisor
- Chartered Financial Consultant (ChFC)
- Certified Public Accountant (CPA)
- Chartered Financial Analyst (CFA)
- Other (i.e. MBA, JD, EA, CLU, RFC): Chartered Life Underwriter (CLU)

### 4. What are your areas of specialty?

While trained to address a broad spectrum of financial planning issues, I have particular experience and expertise in investments, socially responsible investing, insurance (especially life insurance, long-term care insurance and annuities), retirement income planning, estate planning and more narrowly charitable estate planning.

**5. Please describe your most common engagement / service provided. And the type of client or client situation you target.**

I welcome working with clients from all walks of life, regardless of investment portfolio size, net worth or income. My preference is to establish long-term client relationships because it provides the best opportunity to understand the client's values, priorities and financial goals and to integrate these into their financial plan. However, I also recognize that based on the client's preferences or needs, a one-time engagement, quick "check-up", or simply having a few questions answered may be more appropriate to their situation. I'm fine with both of these approaches and am happy to work with clients in the manner that best addresses their needs.

**6. Are you a registered representative of any broker/dealer? NO**

**Are you a licensed insurance agent with any company or agency? YES and NO**

I continue to maintain my life, health, property and casualty licenses which I have held since 1977. However, I am not affiliated with any insurance company or agency and do not sell insurance products and thus generate no commissions. Maintaining a valid insurance license obligates me to complete a minimum of 20 hours of continuing education every two years. Remaining abreast of the changing insurance environment enhances the quality of insurance planning advice I render to my clients.

**7. Are you a registered investment adviser?**

Yes, I am a registered investment advisor with the state of Indiana.

**8. Are you a fiduciary.**

Yes. As a CERTIFIED FINANCIAL PLANNER™, I have a fiduciary whereby I will act in good faith and in my client's best interests at all times, provide written disclosures of any conflicts that would render me not impartial or not independent, and have agreed to accept no referral fees or other compensation for the sale of a commissioned financial product.

**9. How are you compensated?**

**a. Fee-Only, please define method of determining fees:**

I receive fees for the initial financial planning engagement based on my estimate of the actual time to be spent meeting with the client, researching and analyzing their current situation, and making specific recommendations. After the initial engagement, clients can continue on an hourly basis, or can participate in ongoing planning which involves a flat monthly fee based on the complexity of their financial situation.

**b. Commissions Only: N/A**

**c. Fee and Commissions (fee-based), provide typical breakdown: N/A**

**d. Other: N/A**

**10. Do you have minimums for assets, account size, annual fees paid, etc.? And what is your typical fee or charge for an initial engagement?**

Since I seek to serve persons along the entire spectrum of assets, income and net worth, I do not have minimum requirements that must be met before I will work with a client. My time is billed at \$175 - \$200 per hour. Given that each client's situation is different, fees can vary based on the scope and complexity of a client's circumstances. Some projects can be completed with just an hour or two of work. Others may require several days to complete.

**11. Do you provide a written agreement detailing the total amount of compensation and services that will be provided in advance of an engagement?**

YES, my standard client agreement will detail the scope of the project including the type of planning services to be provided and the project fee. Once we have the initial consultation, I'll provide the fee quote, show how I arrived at the amount, and if necessary adjust the scope of the project to accommodate the client's budget. My goal is to keep overall investing costs as low as possible while enabling the client to make smarter financial decisions, sleep well at night, have confidence in their plan, and achieve established goals.

**12. Do you provide a thorough analysis of one's financial situation and recommendations?**

Yes, I provide a written analysis and recommendations for each client's unique situation. All engagements include at minimum a written situation summary and action list. For a full financial plan or investment analysis, a written detailed analysis including charts, projections and portfolio reports will also be provided.

**13. Do you offer assistance with implementation of the plan? Please elaborate.**

Absolutely! I am happy to provide the "do-it-yourself" client detailed guidance on how to implement the plan recommendations, and offer assistance on an "as needed" basis. For those who are not inclined to implement the financial planning recommendations on their own, I can provide partial or complete support in assisting with plan implementation.

**14. Will you provide a second opinion or one-time review?**

I am very willing to work with a client who desires a "second opinion" on their existing or proposed investment, insurance or financial planning strategy.

**Signature of Planner:** John L. Liechty, CLU, ChFC, CFP®

**Date:** January 11, 2016

**Firm Name:** Integrated Financial Planning Solutions, LLC