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## QUESTIONNAIRE: MoneySense directory of fee-only and fee-based financial planners

*MoneySense* is revamping its online directory of fee-only financial planners to better help our readers find the type of financial professional they need.

Our new directory will include financial planners, money coaches and investment advisers who accept clients on a fee-for-service or fee-for-advice basis, *charging by the hour or by project*. This group, often referred to as “fee-only”, are primarily time- or task-based, and will be called “Fee-only financial planners or money coaches.”

A second list will include advisers who primarily charge a fee based on a percentage of the client’s portfolio value, but these advisers *must also accept clients on an hourly or project-specific basis as well*. This group will be called “Asset-based financial planners.”

If you would like to be included in the directory, we’d like to learn more about the nature of the services you offer. Please answer the following questionnaire and email it to [letters@moneysense.ca](mailto:letters@moneysense.ca) by Fri., August 16, 2013.

Which directory do you see your firm in? (Tick one box only)

- Fee-only financial planners or money coaches
- Primarily asset-based, but with hourly/by project option

Name of firm and/or principals

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Your email address and phone number

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Mailing address and/or your web site

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**Which of the following services do you offer for an hourly or project-based fee?**

- Comprehensive financial planning
- Retirement planning
- Estate planning
- Tax planning
- Insurance planning
- Decision consultation (e.g. "Should I invest or pay down my mortgage?")
- Money coaching (getting out of debt, budgeting, managing overspending)
- Manager searches
- Portfolio reviews
- Investment recommendations (stocks, funds, ETFs)
- Ongoing portfolio management
- Other: \_\_\_\_\_

**What professional designations do you or the advisers in your firm hold?**

- Certified Financial Planner (CFP)
- Registered Financial Planner (RFP)
- Personal Financial Planner (PFP)
- Chartered Financial Analyst (CFA)
- Chartered Investment Manager (CIM)
- Chartered Life Underwriter (CLU)
- Chartered Accountant (CA)
- Other: \_\_\_\_\_

**How long have you or the principals in your firm been in the financial services industry?**

\_\_\_\_\_ Years

**How long have you or the principals in your firm offered either asset-based or fee-only service?**

\_\_\_\_\_ Years

**What are your areas of specialty?**

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**If you work with a team of financial advisors, how many are on your team (not including support staff)?**

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**What other professionals do you regularly work with?**

- Lawyers
- Insurance/annuities
- Estate planners
- Accountants
- Credit counsellors/bankruptcy trustees
- Portfolio managers/investment advisers
- Mortgage brokers/realtors
- Other \_\_\_\_\_

**Please outline your fee schedule (hourly rate and typical project fees):**

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**Are you compensated in any way by someone other than the client? For example, do you receive commissions (including trailing commissions), referral fees or other monetary or non-monetary compensation from financial products used by your clients? Please describe.**

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**Which of the following are you (or someone on your team) licenced to sell?**

- mutual funds
- stocks, bonds, ETFs or other securities
- insurance products (including segregated funds and annuities)
- mortgage-related products
- hedge funds
- exempt securities
- private placements
- IPOs
- Options or Futures
- Not applicable

**Are you subject to revenue quotas by your dealer?**

- Yes
- No

**In addition to planning or coaching services, do you also manage investment portfolios for your clients?**

- Yes, and I charge a percentage of assets under management (please specify): \_\_\_\_\_  
\_\_\_\_\_
- Yes, and I charge an hourly or flat fee (please specify): \_\_\_\_\_
- Yes, and I receive commissions from mutual funds or stock trades:
- No, I do not manage investments

**What percentage of your revenue comes from hourly or project fees, as opposed to asset-based fees or commissions?**

\_\_\_\_%

**Please describe your most common engagement / service provided. What type of client or client situation do you target?**

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**Do you have minimums for assets, account size, annual fees paid, etc?**

- Yes
- No

If yes, please specify details:

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**Do you offer assistance with implementation with the plan?**

- Yes
- No

If yes, please elaborate.

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**Will you provide a second opinion or one-time review of investments?**

- Yes
- No

**What percentage of your clients are in the following life stages?**

Early- to mid-career asset accumulation \_\_\_%  
Preparing for Retirement \_\_\_%  
Retired/drawing down \_\_\_%

**Are there some planning situations you're not comfortable addressing? (For example, American citizenship, private corporations, or complicated tax issues.)**

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**If you offer investment advice, please summarize your investment philosophy in two or three sentences. For example, do you advocate indexing or active management, individual stocks or funds, core and explore, etc.**

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**In what provinces are your services available?**

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**Can you work with clients without meeting them in person at your office (use of online meeting tools, Skype etc.)?**

- Yes
- No