CASSADAY & COMPANY, INC
INDEPENDENT WEALTH MANAGEMENT
CONSOLIDATION • INTEGRATION • SIMPLIFICATION

Insider's Guide to Choosing a Financial Advisor

Choosing the right financial advisor can be difficult. To help make this process easier for you, we've put together a comparative analysis with questions that may help guide your decision making.

These questions are grouped by topic and can help you assess whether a financial advisor is right for you. Is the advisor able to offer you guidance that is free from proprietary interests, provide you a suite of financial planning services, utilize a team of subject-matter professionals in-house to address comprehensive planning needs, work with a succession plan in place, and more?

	Cassaday & Company, Inc.		
INDEPENDENCE			
Is the advisor independent vs. part of a bank or insurance company?	Yes		
Is the advisor a fiduciary who is required to act in your best interest?	Yes		
Will the advisor affirm in writing that they are free from incentives to recommend specific products or strategies and exclude others?	Yes		
COMPREHENSIVE PLANNING			
Does the financial advisor offer estate planning services?	Yes		
Does the financial advisor offer proactive, comphrensive tax planning?	Yes		
Does the financial advisor offer insurance analysis?	Yes		
Does the financial advisor offer life transition coaching?	Yes		
EXPERIENCE & EXCELLENCE			
Does the advisor and/or their team members have CERTIFIED FINANCIAL PLANNER™ (CFP) designations?	Yes		
Do partners have an average of 20+ years of experience as practitioners?	Yes		
Has the advisor or firm received any awards or recognition from respected and well-known organizations, media outlets, or industry associations?	Yes		
ACCESSIBILITY & SECURITY			
Does the firm have the capacity to meet with you both in person and virtually?	Yes		
Can you speak directly to a partner or owner of the firm at any time?	Yes		

Continued

	Cassaday & Company, Inc.		
CONTINUITY & SUCCESSION			
In the event of your advisor's death or disability, does he or she have a succession plan that will address the handling of your account?	Yes		
Have you met the people that will succeed your advisor?	Yes		
INVESTMENTS & PORTFOLIO MANAGEMENT			
Does the financial advisor have a full-time, in-house research team?	Yes		
Does the advisor have model allocations that fit your investment objective and risk tolerance?	Yes		
Does the advisor have composites that show the actual returns of his or her investment recommendations?	Yes		
Does the advisor provide composite returns compliant with the Global Investment Performance Standards (GIPS®) as established by the CFA institute?	Yes		
Are these composite returns audited by an independent, certified entity?	Yes		
Does the financial advisor provide daily aggregated performance reporting on all of your investments, including outside accounts not currently held with him or her?	Yes		
Can you retain your existing investments?	Yes		
Can the financial advisor recommend investments from an unlimited, unbiased list?	Yes		
Does the financial advisor audit your investments and individual security data for accuracy?	Yes		
Does the financial advisor frequently communicate on trades, portfolio positioning, and current market events?	Yes		
OTHER QUESTIONS THAT ARE IMPORTANT TO ME:			

Contact us for a complimentary second opinion about your current financial plan at (703) 506-8200.

8180 Greensboro Dr., Suite 1180, McLean, VA 22102 | (703) 506-8200 | www.cassaday.com