**What is an advice-only financial planner?**

An advice-only financial planner is defined as someone who:

* Provides financial planning services only;
* Gives financial advice but does not manage investments;
* Only charges a fee for providing financial planning services;
* May provide overall guidance on how to manage investments, such as assessing a client’s risk tolerance, without actually implementing these recommendations and/or charging a fee for it;

Example: I charge $3,000 a year for financial planning services.

An advice-only financial planner is *not* somebody who:

* Has discretion over client assets
* Manages assets for a fee
* Manages AUM (Example: “I charge 1% on your assets as my fee.”)
* Is paid to implement specific investment recommendations on a client’s behalf
* Provides financial planning for a fee, and investment management services for an AUM fee;
* Provides financial planning for a fee, and receives commissions for selling insurance or brokerage products;
* Offers clients the option to be charged either a fee, a commission, or an AUM fee. No multiple fee options provided; there is only one option provided;
* Makes more money when the value of the assets in the client’s portfolio goes up;
* Works for a wirehouse or broker dealer firm and charges commissions;
* Is dual-registered;
* Is a hybrid advisor;
* Charges an AUM fee in addition to a planning fee;
* Charges commissions in addition to a planning fee; or
* Earns commissions for selling insurance in addition to a planning fee.

Some advice-only financial planners:

* Adjust their contracts for inflation; or
* Provide differing levels of service for different fee amounts.

# **Why work with an advice-only financial planner?**

* Puts the focus entirely on planning for your life’s goals which you have more control over than the stock market
* Puts the client at the center and eliminates the products from the offering
* Reduced conflict-of-interests: no incentive to encourage managing more of your assets instead of recommending the funds be utilized for other purposes such as paying down debt, etc.
* Transparency: you know the exact price you’ll be paying
* Simplicity: no calculations necessary to understand fee

**About XYZ company**

(Insert your company’s info)

**Disclosures**

(Insert your company’s disclosures)