**What is a flat fee advisor?**

A flat-fee advisor is defined as a financial advisor who:

* Charges a fixed fee that does not vary over the length of the contract;
* Provides *both* financial planning and investment management services for that fee; and
* May also be referred to as a “fixed-fee advisor.”

Example: I charge $8,000 a year for financial planning and investment management.

A flat-fee advisor is *not* somebody who:

* Provides financial planning for a flat fee, and investment management services for an AUM fee;
* Provides financial planning for a flat fee, and receives commissions for selling insurance or brokerage products;
* Offers clients the option to be charged either a flat 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 flat fee;
* Charges commissions in addition to a flat fee;
* Earns commissions for selling insurance in addition to a flat fee; or
* Provides only financial planning services (this is called ‘advice-only’; not flat fee).

Some flat-fee advisors:

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

# **Why work with a flat fee advisor?**

* 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)