



# **Financial Planning**

*One size does **NOT** fit all*

**Suitability** is Key to Success

**Financial Products can include the following:**

- |             |             |                      |                    |
|-------------|-------------|----------------------|--------------------|
| : Insurance | : Annuities | : Securities         | : Mortgage Options |
| : Budgeting | : Stocks    | : CDs # Mutual Funds | : Trusts           |

**When choosing a Financial Planner, ask about these things:**

- |                |                             |                   |
|----------------|-----------------------------|-------------------|
| * Education    | * Professional Associations | * Experience      |
| * References   | * Code of Ethics            | * Licenses        |
| * Designations | * Continuing Education      | * Commission/Fees |

**DO:**

- + Have your advisor conduct a comprehensive analysis of your needs
- + Thoroughly understand how the product will meet your needs
- + Be able to explain it back to your advisor
- + Inquire about alternate solutions
- + Inquire about trial periods ... these vary by product
- + Review the information at home before making a decision

**DON'T:**

- Accept the first product presented
- Decide on good points alone
- Be rushed
- Be pressured
- Sign any documents until you completely understand

*The right Financial Planner for you has a **Code of Ethics**. Be sure he/she lives by the spirit as well as the letter of general ethics principles such as ...*

- |                             |                                 |                           |                                 |                            |
|-----------------------------|---------------------------------|---------------------------|---------------------------------|----------------------------|
| ~ <b><u>Honor</u></b>       | ~ <b><u>Confidentiality</u></b> | ~ <b><u>Diligence</u></b> | ~ <b><u>Professionalism</u></b> |                            |
| ~ <b><u>Objectivity</u></b> | ~ <b><u>Dignity</u></b>         | ~ <b><u>Fairness</u></b>  | ~ <b><u>Integrity</u></b>       | ~ <b><u>Competence</u></b> |