

Checklist For Interviewing A Financial Planner

Planner's Name: Vic Hess

Company: ButtonWood Advisors, LLC

Address: 1846 E Innovation Park Drive, Oro Valley, AZ 85737

Phone: 520-638-5543

Date: 05/26/2011

1. Do you have experience in providing advice on the topics below? If yes, indicate the number of years.

- Retirement planning 25 Years
- Investment planning 25 Years
- Tax planning 25 Years
- Estate planning 25 Years
- Insurance planning 25 Years
- Integrated planning 25 Years
- College Planning 5 Years

2. What are your areas of specialization?

Retirement Distribution Planning, Investment Management, Tax and Estate Planning, College Funding Plans.

What qualifies you in this field?

Education, Experience and specialized training.

3.a How long have you been offering financial planning advice to clients?

- [] Less than one year
- [] One to four years
- [] Five to 10 years
- [X] More than 10 years

b. How many clients do you currently have?

- [] Less than 10 clients
- [] 10 to 39
- [X] 40 to 79
- [] 80 +

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4. Briefly describe your work history.

Since 2000 I have been exclusively advising client and families on how to keep more of what they make.

Since 1979 I have held positions as a manager with a regional CPA firm, CFO of Fortune 500 publicly owned distribution company and president, treasurer and CFO of a number of closely held family companies.

1974 to 1979 Police Officer Madison Wisconsin

5. What are your educational qualifications?

Graduate University of Wisconsin Madison
Give area of study. (Business)

- [] Certificate
- [X] Undergraduate degree
- [] Advanced degree
- [] Other

6. What financial planning designation(s) or certification(s) do you hold?

- [X] Certified Financial Planner™ or CFP®
- [X] Certified Public Accountant (CPA)
- [X] Personal Financial Specialist (PFS)
- [X] Certified Investment Management Analyst (CIMA)
- [X] Accredited Investment Fiduciary (AIF or AIFA)
- [X] Accredited Estate Planner (AEP)
- [] Chartered Financial Analyst (CFA)
- [X] Certified Fraud Examiner (CFE)
- [X] Certified College Planning Specialist (CPPS)

7. What financial planning continuing education requirements do you fulfill?

I complete at least eighty hours of CPE each year and attend numerous national professional conferences

8. What licenses do you hold?

- [X] Insurance
- [X] Securities
- [X] CPA
- [] J.D.
- [] Other

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9. a. Are you personally licensed or registered as an Investment Adviser with the:

- State(s)? AZ
- Federal Government?

If no, why not?

b. Is your firm licensed or registered as an Investment Adviser with the:

- State(s)? AZ
- Federal Government?

If no, why not?

c. Will you provide me with your disclosure document Form ADV Part II or its state equivalent?

- Yes (you can view it on my website www.buttonwoodadvisors.com)
- No

If no, why not?

10. What services do you offer?

Comprehensive Financial Planning

Segmental Financial Planning

- Social Security Planning
- Cash flow Management
- Tax Planning
- College Funding Planning
- Investment Management
- Asset Allocation
- Risk Management
- Estate Analysis
- Retirement Distribution Planning
- Business Succession

Consultants Assessments on Fiduciary Excellence (CAFÉ)

11. Describe your approach to financial planning.

We use a process we refer to as Life Planning Process
<http://www.buttonwoodadvisors.com/section6.cfm>

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12. a. Who will work with me?

- Planner
- Associate(s)

b. Will the same individual(s) review my financial situation?

- Yes
- No

If no, who will?

13. How are you paid for your services?

- Fee
- Commission
- Fee and commission
- Salary
- Other Hourly

14. What do you typically charge?

We allow the client to decide how they want to compensate us for the work performed.

- Financial Plan on a hourly basis client implements through their own advisors and broker
- Financial Plan where we are retained to serve as the ongoing investment advisor to client (assets under management fee)
- Financial Plan and continuing family personal CFO services where the client has unlimited access to us on any and all financial questions and issues. We implement their financial plan and conduct periodic reviews and updates we serve as the client's investment advisor. (retainer based).

a. Fee: Only

Hourly rate \$ 300/hour

Retainer fee (range) minimum fee is \$5,000.00 annual based on asset under management see below .

Percentage of assets under management 2% to negotiable.

b. Commission: No commissions are accepted

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What is the approximate percentage of the investment or premium you receive on?

I'm not sure I understand this question or is it appropriate for ButtonWood Advisors so I'm going to change it to.

What revenue comes from each one of your billing methods?

- Hourly Project Based Fees 40%
- Assets Under Management Fees 20%
- Retainer fees 30%
- Other 10%

15. a. Do you have a business affiliation with any company whose products or services you are recommending?

- [] Yes
- [X] No

Explain:

b. Is any of your compensation based on selling products?

- [] Yes
- [X] No

Explain:

c. Do professionals and sales agents to whom you may refer me send business, fees or any other benefits to you?

- [] Yes
- [X] No

Explain:

d. Do you have an affiliation with a broker/dealer?

- [] Yes
- [X] No

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e. Are you an owner of, or connected with, any other company whose services or products I will use?

- Yes
- No

Explain:

I'm the owner and President of Buttonwood Financial a sister company to ButtonWood Advisors. ButtonWood Financial is a CPA firm and provides traditional CPA services to companies and individuals.

16. Do you provide a written client engagement agreement?

- Yes
- No

If no, why not?