



## In Preparation for our Initial Meeting

In our first meeting with you, there are two objectives:

1. ***You need to learn about us.*** We want to make sure that you understand what we do, how we work, and what the benefits are if you choose Storey & Associates as your financial advisory firm. During this time, we will answer any questions you may have about working with us.
2. ***We need to learn about you.*** We want to discuss your financial circumstances, your goals, your values, your concerns, and what you want out of an advisory relationship. In order to facilitate our conversation and to make our time together as productive as possible, please complete the following information. If possible, please return the questionnaires to us prior to your scheduled consultation.

### Overview Questionnaire

Please describe ***your primary financial concerns:***

(i.e. why are you looking for a financial advisor?)

1)

2)

3)

What are you looking for in an advisor? What would a good advisory relationship be like?

How did you learn about Storey & Associates?

## Personal Profile Questionnaire

	You	Spouse/Partner
Full Legal Name		
Name You Prefer		
Primary Person to Contact	<input type="checkbox"/>	<input type="checkbox"/>
Home/Mailing Address		
Home Phone #		
Home E-mail Address		
Citizenship(s)	<input type="checkbox"/> USA <input type="checkbox"/> Other(s) _____	<input type="checkbox"/> USA <input type="checkbox"/> Other(s) _____
Date of Birth		
Employer/Industry (if retired, please specify date and where retired from)		
Title/Position		
Work Address		
Work Phone		
Work E-mail		
Cell Phone #		
Preferred <i>Written</i> Method of Communication	Work Mail <input type="checkbox"/> Work E-mail <input type="checkbox"/> Home Mail <input type="checkbox"/> Home E-mail <input type="checkbox"/>	Work Mail <input type="checkbox"/> Work E-mail <input type="checkbox"/> Home Mail <input type="checkbox"/> Home E-mail <input type="checkbox"/>
Preferred <i>Verbal</i> Method of Communication	Work Phone <input type="checkbox"/> Home Phone <input type="checkbox"/> Cell Phone <input type="checkbox"/>	Work Phone <input type="checkbox"/> Home Phone <input type="checkbox"/> Cell Phone <input type="checkbox"/>
Marital Status	Married <input type="checkbox"/> Anniversary Date (MM/DD/YYYY): _____ Single <input type="checkbox"/> Divorced <input type="checkbox"/> Widowed <input type="checkbox"/> Single <input type="checkbox"/> Divorced <input type="checkbox"/> Widowed <input type="checkbox"/>	
Children/Dependents (if applicable)	Full Legal Name	Date of Birth

To allow us an overview of your financial situation, please fill out your best estimate of the following items:

<b>Annual Income</b>	<u><b>You</b></u>	<u><b>Spouse</b></u>
Salary & Bonuses:	\$	\$
Interest & Dividends:	\$	\$
Gift & Trust Income:	\$	\$
Rental Income: (Net of Expenses)	\$	\$
Other Income:	\$	\$
<b>Annual Savings</b>		
Retirement Plan Contributions:	\$	\$
Other Savings:	\$	\$
<b>Assets (what you own or expect to own)</b>		
Total Cash in Bank/Money Market/CD's:	\$	\$
Total Stocks/Bonds/Mutual Funds:	\$	\$
Stock Option Value (Net of Cost):	Vested \$	Unvested \$
Total Value of Retirement Accounts:	\$	\$
Do You Expect a Pension?	Yes <input type="radio"/> No <input type="radio"/>	Yes <input type="radio"/> No <input type="radio"/>
If Yes, How Much? \$	Monthly <input type="radio"/> Yearly <input type="radio"/>	Monthly <input type="radio"/> Yearly <input type="radio"/>
Are You Part Owner of Your Company?	Yes <input type="radio"/> No <input type="radio"/>	Yes <input type="radio"/> No <input type="radio"/>
If Yes, What is the Approximate Value if Sold Today? \$		\$
Primary Home Value: \$		Mortgage Amount: \$
Secondary Home Value: \$		Mortgage Amount: \$
Value of Other Real Property Owned: \$		Loan Against: \$
Other Assets: Type	Value \$	
Other Assets: Type	Value \$	
Do You Expect an Inheritance?	Yes <input type="radio"/> No <input type="radio"/>	Yes <input type="radio"/> No <input type="radio"/>
If Yes, How Much do you Expect to Receive? \$		\$
<b>Debts (what you owe to others)</b>		
Amount Due on Credit Cards:	\$	\$
Car, Boat and/or Personal Loans:	\$	\$
Margin Debt or Investment Loans:	\$	\$
Personal Business Loans:	\$	\$
Loans for Education/College	\$	\$
Loans Guaranteed/Co-Signed:	\$	\$
<b>Retirement Planning</b>		
Year You Would Like to End Full-Time Employment:		
Do You Plan on Any Part-Time Employment?	Yes <input type="radio"/> No <input type="radio"/>	Yes <input type="radio"/> No <input type="radio"/>
If Yes, For How Long After Retirement?	months/years	months/years
Estimate How Much You Would Earn Annually: \$		\$
How Much Money Would You Like to Live on During Retirement (after-tax)?	\$	\$
	monthly	monthly

# Financial Satisfaction Survey

**Directions:** The statements below will help you think about and assess how satisfied you are with many aspects of your financial life. Select and record your level of satisfaction for each statement (scoring between 1 and 5, with 1 being "not satisfied" and 5 being "very satisfied"). When finished, please add up your numbers and record the total.

**Range/Level of Satisfaction:**

1	2	3	4	5
Not Satisfied		Somewhat Satisfied		Very Satisfied

	<u>You</u>	<u>Spouse</u>
<b>Cash Flow Management</b>		
1. ...with my ability to meet my financial obligations	_____	_____
2. ...with the income my current job or career provides me	_____	_____
3. ...with my spending habits	_____	_____
4. ...with managing my debt	_____	_____
5. ...with being able to maintain an adequate emergency fund	_____	_____
<b>Risk Management / Investments / Benefits</b>		
6. ...with the amount and types of insurance protection I have	_____	_____
7. ...with the amount of money I save and invest regularly	_____	_____
8. ...with my ability to meet short term financial goals (minor home improvements, car down payment, etc.)	_____	_____
9. ...with my ability to meet long term financial goals (college education, retirement, etc.)	_____	_____
10. ...with the level and quality of employee benefits I receive	_____	_____
<b>Management / Estate / Education</b>		
11. ...with my personal financial record keeping and management	_____	_____
12. ...with my ability to manage my financial plan	_____	_____
13. ...with my estate plan and required legal documents	_____	_____
14. ...with my level of charitable giving	_____	_____
15. ...with my current level of financial education	_____	_____
<b>Qualitative Issues</b>		
16. ...with how I respond or react to difficult financial circumstances	_____	_____
17. ...with my ability and willingness to communicate about finances	_____	_____
18. ...with the level of understanding I have of my finances	_____	_____
19. ...with how my finances affect my personal relationships	_____	_____
20. ...with the level of satisfaction I have with my financial professionals	_____	_____
<b>Total Score</b> (maximum score is 100)	_____	_____

*Please fax, e-mail, or mail these completed forms **before** your initial meeting, if possible.*

**Fax: 330-526-8948**

**E-mail contact: Pamela Hughes at [phughes@storeyassociates.com](mailto:phughes@storeyassociates.com)**



### **Suggested List of Items to Bring to Your Initial Meeting:**

- Bank Statement(s) – Checking, Savings, CD's, and Money Markets
- Brokerage Account Statement(s)
- Mutual Fund or Stock Account Statement(s)
- Retirement Account Statement(s) – (401k, 403b, Deferred Comp, etc.)
- Income Tax Returns (Federal and State) – Prior Two Years
- Mortgage Loan Statement(s)
- Social Security Benefit Report(s) – Both You and Your Spouse

# QUANTIFYING THE VALUE OF FINANCIAL PLANNING ADVICE

FINANCIAL PLANNING STRATEGY	POTENTIAL ECONOMIC IMPACT
<b>INCOME TAX BENEFITS</b>	
- Claiming tax deductions, credits, & tax-free investing opportunities. Deductions, credits, ROTH IRAs and 529 plans, etc.	\$1,000s or \$10,000s
- Tax deferral - Retirement contributions, TLH.	\$10,000s or \$100,000s
- Tax bracket arbitrage - Roth conversions, tax sensitive liquidations.	0%-30% of total wealth
<b>INVESTMENT PLANNING BENEFITS</b>	
- Picking Lower-Cost Investments	0.45%-0.82%
- Tax Loss Harvesting	0.20%-0.60%
- Asset Location	Up to 0.75%
- Investment Selection for Alpha?	>0%
- Rebalancing	0.35%-0.44%
- Diversification	Risk reduction
- Behavior Gap	Up to 1.50%?
<b>ESTATE TAX BENEFITS</b>	
- Federal estate tax savings (for those >\$5M?)	Millions
- State estate tax savings	\$100,000s or Millions
- Probate and settlement cost savings	\$1,000s or \$10,000s
- Ensuring assets go where they should and when	Priceless!
<b>RETIREMENT PLANNING BENEFITS</b>	
- Retirement portfolio tax strategies and withdrawal sourcing	0.50%-0.70%
- Maximizing Social Security benefits	\$10,000
- Retirement-sensitive tax planning strategies (e.g., Medicare Part B and Part D premium surcharges)	\$1,000s to \$100,000s
- Setting spending policies and budgeting	Making retirement work!
- Determining when you can stop working!	Priceless!
<b>INSURANCE PLANNING BENEFITS</b>	
- Optimizing Insurance Coverage	\$100s or \$1,000s
- Eliminate Financial Catastrophes	Priceless!
<b>DELEGATION BENEFITS</b>	
- Enhance Value of Your Time	\$1,000s or \$10,000s
- Spend Money to Free Up Time	Emotional Well-Being!
- Ensure Things Actually Get Done!	Priceless!
<b>BEHAVIORAL BENEFITS</b>	
- Debiasing	Unquantifiable?
- Financial coach for implementation	Priceless!

## TYPES OF IMPACT

Financial Gain
  Risk Reduction
  Well-Being Enhancement
  Behavioral Change



"The Kitces Report" by Kitces, Volume 3, 2015

"Alpha, Beta, and Now... Gamma" by Blanchett & Kaplan, 2013

"Quantifying Vanguard Advisor's Alpha" by Kinniry, Jaconetti, DiJoseph, & Zilbering, 2014

"Capital Sigma: The Advisor Advantage" by Investnet Quantitative Research Group, 2015

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# Storey & Associates

1360 S. Main Street  
North Canton, OH 44720  
Phone 330-526-8944  
Fax 330-526-8948



Main entrance

## Directions From the North (Heading South):

Travel south on I-77 towards Canton

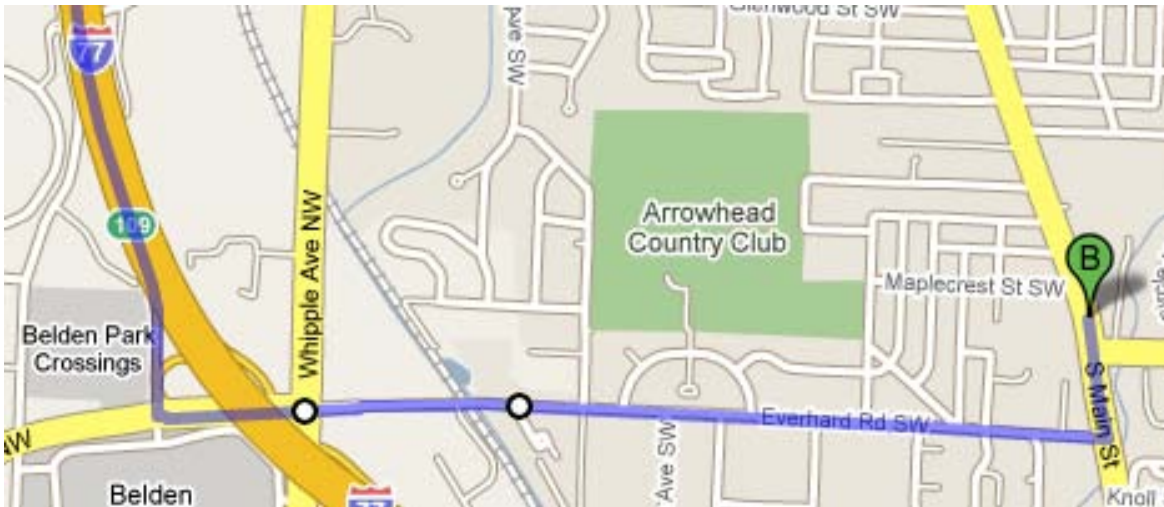
Take Exit 109 for Everhard Road

Turn left off the exit ramp onto Everhard Road (will see Westfield Belden Mall)

Continue driving 1.7 miles to S. Main Street (also known as Cleveland Ave)

Turn left onto S. Main Street

Travel 0.2 miles. The office is the 3<sup>rd</sup> building north of the next signal light on the right hand side.



## Directions From the South (Heading North):

Travel north on I-77 toward Canton

Take Exit 109B for Everhard Road

Merge right off the exit ramp and turn right onto Everhard Road

Continue driving 1.7 miles to S. Main Street (also known as Cleveland Ave)

Turn left onto S. Main Street

Travel 0.2 miles. The office is the 3<sup>rd</sup> building north of the next signal light on the right hand side.