

Hurlow



WEALTH MANAGEMENT GROUP, INC.



Financial Advice Is More Than Just Investment Advice.

Fee-Only Fiduciary Advisors

For More Information Visit Our Website at www.hurlowwealth.com

Hurlow Wealth Management Group is a Fee-Only Financial Planning Firm with offices in Bloomington and Indianapolis. We serve high net-worth and ultra-high net-worth clients and their families. Since our inception in 2002, our team of highly educated and credentialed professionals have worked hard to distinguish our firm. As a team, we have perfected the client experience we now call our CFO Process™ (*Coordinated Financial Overview™*). This process is designed to educate and empower you to feel comfortable spending, saving, giving, and living the life you want to live.

After all isn't that what a wealth manager is for?



FIDUCIARY 101

WHAT CONSUMERS NEED TO KNOW TO PROTECT THEMSELVES



01

What is a fiduciary?

A fiduciary is a professional entrusted to manage assets or wealth while putting the client's best interests first at all times. Financial advisors who follow a fiduciary standard must disclose any conflict, or potential conflict, to their clients prior to and throughout the advisory engagement. Fiduciaries will also adopt a code of ethics and will fully disclose how they are compensated.



02

Who is a fiduciary?

Registered Investment Advisors (RIAs) are held to a fiduciary standard of care. By law, they must act solely in the best interest of their clients. To ensure your advisor or a potential advisor is following a fiduciary standard, request to see the advisor's ADV (a form filed with the SEC) or ask if they will sign a Fiduciary Oath.



03

How can you find a fiduciary?

Accountability is important in financial planning. While there are many people in the financial industry who profess to have their clients' best interests at heart, they still may have conflicts that impact their recommendations. It's important for consumers to ask the right questions of any potential advisors. Check out **NAPFA's Comparison Tool** for tips on choosing advisors and a sample advisor Fiduciary Oath.

THINGS TO KNOW

Non-fiduciary financial professionals can recommend investments with higher fees, riskier features and lower returns because they earn more money for the advisor, even if those investments are not the best choice for their clients.

The **White House's Council on Economic Advisers** found that non-fiduciary advice costs investors \$17 billion a year.

