Application for Financial Advisory Listing/Advertising on
The White Coat Investor Website

Personal and Firm Information

Your Name:
Bradley Clark

Name of Firm:
Clark Asset Management, LLC

Insert link to your website:
www.BradleyClark.com

Insert link to your ADV2:
https://static.twentyoverten.com/5ece686dc676a844d220b319/Bglll0Lf7o/CAMPart2AUA20210315.pdf

Which services do you provide:
Financial Planning
Investment Management
Both
Other services (please list):

Years of financial experience: 20
Years of experience with financial planning or investment management for individuals: 5
Years your firm been in business: 5

Which of the following designations do you hold (Check all that apply):
CFA
CFP
ChFC
CLU
CPA
PFS
EA
MBA
BS or MS in finance related field (Economics)
RICP (Retirement Income Certified Professional)

Have you had any events in the past that are reportable to regulatory agencies? If so, please attach explanation.

NO

Have any of your former clients sued you? What was the outcome? Please attach explanation.

NO

Are you currently involved in a lawsuit by a client or former client? Please attach explanation.

NO

Fee Structure

How do you get paid (check all that apply):
Commissions on investment products
Commissions on insurance products
Hourly rate
Annual retainer
Flat fee for financial plan
AUM Fee
Other (Please list):

How much do you charge? Please list your fee structure. If there is a range of possible fees readers can expect to pay, what is the range and what determines where in the range they would fall. If you use AUM fees, be sure to list what a reader would pay with $100K, $500K, $1M, and $2M in assets.

One Simple Flat Fee of $9,500 per year (regardless of portfolio size!) for the bundle of investment management & financial planning.

I don't like the expense of most % fees for larger portfolios, but I also don't like the conflicts of interest, which don't get much attention

What is the minimum amount of assets required for you to take a client?
$500,000

If you receive payment for insurance product commissions, what percentage of your business revenue do they make up?
N/A we are fee-only

Do you consider yourself a fiduciary?
YES

Do you routinely sign a fiduciary agreement with clients?
YES

Investment Philosophy

Do you use tactical asset allocation? If so, please explain your process.
NO

Do you believe you can time the market sufficiently well to beat a comparable low-cost index fund after fees?
NO

Do you pick individual stocks for clients?
NO

Do you believe most physicians should own a cash value life insurance policy of any type? If so, what type and why?
NO

Do you believe you can select mutual fund managers who can beat an index fund in the same asset class over the long term going forward?
NO (but I believe in factor investing like DFA)

What percentage of a typical client portfolio would you place into actively managed mutual funds or ETFs?

0% (unless you want to follow a "Core & Explore" strategy where we manage your low-cost core portfolio and you manage a smaller "Explore" portfolio)

What role do fees play in your selection of individual investments?

They are a critically, important consideration.

<u>What fund companies do you routinely use?</u> (Check all that apply)
Vanguard
DFA
Bridgeway
iShares
Other (Please list): **Invesco BulletShares (for bond ladders)**

Do you routinely engage in tax-loss harvesting for clients in their taxable accounts?

Physician Specific Issues

How many physicians and/or dentists are you currently advising? (i.e. managed assets of or met with in the last year):

5

What do you feel is your biggest value-add for a doctor?

It's the same for non-Doctors. Our biggest differentiators are
1] Our Deep Retirement Income Expertise
2] Our Fixed Flat Fee ($9,500 per year, no percentages)
3] Our strategic thinking, and ability to find & communicate compelling and practical strategies.

Do you consider yourself qualified to give high-quality advice on all of the following student loan related issues: IBR, PAYE, REPAYE, PSLF, deferment, forbearance, and student loan refinancing? Why or why not? Is this advice included in your regular fees listed above?

Given our retirement income focus, we don't typically encounter student loan related issues (because most our clients paid off their loans a while ago!).

We are not true experts in these areas, but we have access to experts in these areas. If we come across an issue we can't advise on as an expert, I will track down an answer (even if it means paying an expert out of our own pocket).

How many clients have you assisted with a Backdoor Roth IRA in the last year?

5 (including rolling IRA's balances back into 401-K's)

Which of the following accounts do you consider yourself an expert on? (check all that apply)
401(k)
403(b)
457(b)
Individual 401(k)
SEP-IRA
SIMPLE IRA
Traditional IRA
Roth IRA
HSA
Profit-sharing Plan
Defined Benefit/Cash Balance Plan
Others (Please list):

What steps do you proactively take in a market downturn to improve investor behavior?

1. **Listen & Empathize.**
2. **Try to keep clients focused on their life goals and financial goals.**
3. **Re-affirm our agreed investing strategy and their asset allocation.**
4. **Share evidence that supports our agreed investing strategy and asset allocation.**

Anything else that you would like me to take into consideration with regards to your application? (Attach additional documentation as desired)

I think we're a great fit with WCI philosophy and audience!