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

Personal and Firm Information

Application Date: **September 15, 2025**

Your Name: Nathan Reineke, CFP®, Chelsea Jones,CFP®, Kyle Hoelzle, CFP®

Name of Firm: **Physician Family Financial Advisors Inc.**

Insert link to your website: **https://physicianfamily.com**

Insert link to your ADV2: **https://physicianfamily.com/disclosures**

DISCLOSURE UNDER SEC RULE 206(4)-1
Physician Family Financial Advisors Inc. ("we", "us", "our") is registered as an investment adviser with the Securities and Exchange Commission (SEC). Our inclusion in the White Coat Investor (WCI) list of Best Financial Advisors for Physicians constitutes an advertisement and an endorsement. Our inclusion among the top ten listings signifies nothing more than the fact that we paid more to be listed than those who were included elsewhere on the list. We have no reason to believe that our advertisement would create a conflict of interest on the part of WCI. We believe this advertisement includes no false or misleading information regarding us or our services. To learn more about the process WCI used to determine whether or not to include us on their list of Best Financial Advisors for Physicians, read the disclosure posted near the bottom of the page containing the list.

Which services do you provide: **Financial Planning & Investment Management**
Financial Planning
Investment Management
[X]Both
Other services (please list):

Years of financial experience:	**10+ years**
Years of experience with financial planning or investment management for individuals:	**10+ years**
Years your firm been in business:	**25+ years**
Years serving doctors:	**25+ years**
Average advisory experience:	**10+ years**

Which of the following designations do you hold (Check all that apply):
CFA
[X] CFP - Certified Financial Planner™
CLU
CPA
PFS
EA

MBA
BS or MS in finance-related field

Have you had any events in the past that are reportable to regulatory agencies? If so, please attach an explanation.
A: No.

Have any of your former clients sued you?
A: No.

Are you currently involved in a lawsuit by a client or former client?
A: No.

Fee Structure

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

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.

A: We charge a flat fee for a one-time financial plan and a level monthly subscription fee for ongoing financial planning and investment advisory services. For current prices, see our ad in the WCI Advisor List or visit our pricing page at https://physicianfamily.com/pricing. Fees are not based on a percentage of managed assets or net worth.

What is the minimum amount of assets required for you to take a client?
A: No minimum investment.

If you receive payment for insurance product commissions, what percentage of your business revenue do they make up?
A: 0% -We do not accept commissions.

Do you consider yourself a fiduciary?
A: Yes - we are fiduciaries.

Do you routinely sign a fiduciary agreement with clients?
A: No. Our status as a fiduciary is a matter of law, requiring no further agreement.

Investment Philosophy

Do you use tactical asset allocation? If so, please explain your process.
A: No, tactical asset allocation is silly.

Do you believe you can time the market sufficiently well to beat a comparable low-cost index fund after fees?
A: No. Timing the market is a loser's game.

Do you pick individual stocks for clients?
A: No. Stock picking is a fool's errand.

Do you believe most physicians should own a cash-value life insurance policy of any type? If so, what type and why?
A: No. Cash value life insurance is very expensive and rarely indicated for physicians.

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?
A: No. That's crazy.

What percentage of a typical client portfolio would you place into actively managed mutual funds or ETFs?
A: 0%. We recommend index funds.

What role do fees play in your selection of individual investments?
A: None. Our fees are not based on assets under management.

What fund companies do you routinely use? (Check all that apply)
[X] Vanguard
[X] DFA
Bridgeway
iShares
Other (Please list):

Do you engage in tax-loss harvesting for clients in their taxable accounts?
A: Yes, upon request.

Physician-Specific Issues

How many physicians and/or dentists are you currently advising?
A: We currently serve 250+ physicians on an ongoing basis. We will not serve dentists or physicians in training unless they are married to an attending.

What do you feel is your biggest value-add for a doctor?
A: We help physician moms and dads turn worries about taxes and investing into enough money for college and retirement with a process to get on track and stay on track.

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?
A: Yes. One of our Certified Financial Planner™ professionals specializes in student loan planning.

How many clients have you assisted with a Backdoor Roth IRA in the last year?
A: In 2024, we processed 197 backdoor Roth IRA conversions.

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
A: We handle all of the above in the ordinary course of serving our clients. The SEC frowns on advisors calling themselves "experts," so let's just say we've got this covered.

What steps do you proactively take in a market downturn to improve investor behavior?
A: In meetings, in our newsletter and on our podcast, we encourage clients to stay the course.

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

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- **Visit https://physicianfamily.com**
- **Catch our podcast on Apple or Spotify**