

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

Personal and Firm Information

Your Name: **Daniel Wrenne**

Name of Firm: **Wrenne Financial Planning**

Insert link to your website: www.wrennefinancial.com

Insert link to your ADV2:

http://www.adviserinfo.sec.gov/IAPD/Content/Common/crd_iapd_Brochure.aspx?BRCHR_VRSN_ID=356795

Which services do you provide:

Financial Planning

Investment Management

Both

Other services (please list): **Student Loan Planning**

Years of financial experience: **11**

Years of experience with financial planning or investment management for individuals: **10**

Years your firm been in business: **2**

Which of the following designations do you hold (Check all that apply):

CFP

ChFC

CLU

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.

Our typical young physician client getting started with us pays \$750 up-front and \$150/mo. for comprehensive planning (ongoing).

Our typical young physician client engaging us simply to provide a student loan plan pays fees starting at \$399 up-front (for one borrower).

We also provide investment management services to some financial planning clients at the following fees:

0-500K - 1%

500K - 1M - 0.9%

1M - 2M - 0.75%

2M+ 0.50%

What is the minimum amount of assets required for you to take a client? **No minimums**

If you receive payment for insurance product commissions, what percentage of your business revenue do they make up? **None**

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**

What percentage of a typical client portfolio would you place into actively managed mutual funds or ETFs? **0%**

What role do fees play in your selection of individual investments? **Big - we look for low fee options.**

What fund companies do you routinely use? (Check all that apply)

Vanguard

DFA

Bridgeway

iShares

Other (Please list):

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

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): **55**

What do you feel is your biggest value-add for a doctor? **We are very experienced dealing with young physicians. We are fee-only. And we put our energy and focus on financial planning and advice catered toward young physicians.**

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? **Yes, very qualified. Student loan advice (including the tax consequences) is included in our comprehensive planning service.**

How many clients have you assisted with a Backdoor Roth IRA in the last year? 10-20

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?

Communicate with clients. Set expectations BEFORE downturn.

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