

Application for Insurance Listing/Advertising on The White Coat Investor Website

Personal and Firm Information

Your Name: Robert Kaplan, CFP®
CERTIFIED FINANCIAL PLANNER™

Name of Firm: Kaplan Financial

Insert link to your website: www.kaplanfinancial.net

Which services do you provide:

Disability insurance

Term life insurance

Permanent life insurance

Long-Term care insurance

Annuities

Other services (please list):

Comprehensive Financial Planning

Wealth Management Services

Retirement Planning

College Education Planning

Years of financial experience: 28 years

Years of experience selling life and/or disability insurance: 26 years

Years your firm been in business: 1990

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

CFA

CFP - YES

ChFC

CLU

CPA - YES

PFS

MBA

BS or MS in finance related field – BS in Accounting

Other (please list): Certificate in Financial Planning - UCLA

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

Insurance Philosophy

Are you an independent agent? I.e. Are you able to sell life or disability insurance from any company to any client?

Yes, I am an independent agent and I recommend products from multiple companies to find the best combination of policy features, cost and insurer financial strength for each client depending on their specific need/situation.

Do you have access to Compulife software (or similar)? Do you routinely use it to ensure your client is getting the lowest cost term insurance available from a reasonably financially strong company?

Yes, I have been using Compulife for over 20 years – I routinely provide clients with Compulife Term Surveys for determining price, policy terms and financial ratings.

What is your association (if any) with Guardian? I am a Preferred Broker

What is your association (if any) with Northwestern Mutual Life? None

What life insurance companies do you typically use for term life policies for clients? Please list any company that comprises 5% or more of the term life policies you have sold in the past year with the approximate percentage of times you recommend a policy from that company.

Banner Life – 25%

MetLife – 15%

Transamerica – 20%

Guardian Life - 20%

Principal National – 20%

What disability insurance companies do you typically use for disability policies for clients? Please list any company that comprises 5% or more of the disability policies you have sold in the past year with the approximate percentage of times you recommend a policy from that company.

Guardian/Berkshire Life - 70%

Principal Financial – 30%

Do you believe that most doctors should own a cash value life insurance policy? No

To what percentage of your clients have you sold a cash value life insurance policy? 5% <

Please describe your use of permanent life insurance- types of policies recommended and reasoning:

When a client is interested in permanent life insurance, I will often recommend whole life insurance. In addition to offering a guaranteed death benefit and fixed premiums for life, it also provides access to cash values to 1) accumulate wealth, 2) cover unexpected expenses, 3) augment retirement income, and 4) facilitate estate planning. Depending on insured's state of residence, cash values may also receive asset protection benefits.

To approximately what percentage of your clients under 60 do you recommend an annuity? What type?

Under 5% - we use variable annuities to help our clients save for retirement purposes on a tax deferred basis once they have maximized contributions to other available retirement plans when necessary to meet their retirement goals.

To approximately what percentage of your clients over 60 do you recommend an annuity? What type?

Less than 5% - mix of variable and fixed annuities

Approximately what percentage of your firm's revenue comes from the following sources in any given year:

Term life commissions: 15%
Disability commissions: 50%
Investment Management – 35%

Physician Specific Issues

How many physicians and/or dentists have you sold a disability insurance policy to in the last year?

More than 150 disability policies sold in the prior 12 months

Do you have access to disability insurance discounts for most of the large physician employers across the country? Yes

Are you familiar with the various medical association group life and disability policies? Yes, I am very familiar with medical association plans.

What do you feel is your biggest value-add for a doctor? I am a CFP CPA (inactive) with over 25 years of experience providing specialized financial planning services and advice to physicians. I currently work with over 2,000 physicians nationwide. I provide objective financial planning advice to physicians and regularly speak to residents and fellows at all Los Angeles based training hospitals and medical schools about taxes and financial planning topics (our financial literacy program), including debt management and transitioning to practice.

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

I began my career at the international accounting firm of Ernst & Young (formerly Ernst & Whinney). I started my practice in 1990 by preparing tax returns for residents, helping them secure their individual disability insurance, and setting up their individual retirement accounts. We utilize eMoney software for writing financial plans and we monitor them on an annual basis. I am a Registered Principal with LPL Financial, the largest independent broker/dealer in the U.S. We utilize ETFs, index funds and institutional mutual funds in our fee based portfolios. I am passionate about what I do and I recommend your book to our physician clients at meetings and while speaking at seminars. Your book and my financial planning philosophies are closely aligned.