

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

Personal and Firm Information

Your Name: Chris Hansen, CFP®

Name of Firm: Personal Choice Financial Advisors, LLC

Insert link to your website: www.financialrounds.com is a website I started for residents and new doctors, and www.personalchoicefinancial.com is my regular website.

Insert link to your ADV2: <https://drive.google.com/open?id=0B1-S9NruP3EFT08wVVlaN3VPMVU>

Which services do you provide:

Financial Planning

Investment Management

Both

Other services (please list):

Years of financial experience: 26

Years of experience with financial planning or investment management for individuals: 26

Years your firm been in business: 26 originally as Hansen Financial Management, but became Personal Choice Financial in 2002.

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

Other (please list):

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.

Traditional AUM Client: 1% to \$1M, 0.5% \$1M to \$3M, 0.25% above \$3M

Retainer Fee: Typically, \$200/month for Comprehensive Financial Planning which includes 2 to 4 meetings per year. Could be higher for complex issues.

One Time planning: \$500 for complete student loan analysis

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

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? Absolutely. NAPFA member

Do you routinely sign a fiduciary agreement with clients? The NAPFA agreement

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? Typically, not. We do in special circumstances. Very rare and only if we cannot find acceptable funds for international clients and expats.

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. We currently use Dimensional Funds and low cost ETFs.

What percentage of a typical client portfolio would you place into actively managed mutual funds or ETFs? We use DFA funds for most of our portfolios. Smaller accounts that do not warrant the transaction fees use some actively managed international funds. Typically, less than 10% of total investments.

What role do fees play in your selection of individual investments? Extremely important. Especially with indexes.

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

Vanguard

DFA

Bridgeway

iShares

Other (Please list): We typically custody at Schwab and use a lot of their ETFs. We are currently shifting the bulk of our investments to DFA funds.

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): 6 - My son recently graduated med school and I'm working with his friends. Trying to find good advice for residents, which is very scarce.

What do you feel is your biggest value-add for a doctor? We truly focus on the resident and we are student debt experts.

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. It can also be purchased separately.

How many clients have you assisted with a Backdoor Roth IRA in the last year? 12.

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? Constant reminders that it is not different this time. Emails, phone calls, forwarding articles. Try to be the voice of reason. If plenty of cash, possibly increase stock holdings.

Anything else that you would like me to take into consideration with regards to your application? (Attach additional documentation as desired) Working to apply my years of experience for my son (new resident) and his friends. Would consider myself an expert on student loans and very competent in all other areas of resident and physician financial planning.