

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

Personal and Firm Information

Your Name: **Tripp Yates**

Name of Firm: **Eaglestrong Financial**

Insert link to your website: <https://www.eaglestrong.com/>

Insert link to your ADV2:

https://www.adviserinfo.sec.gov/IAPD/Content/Common/crd_iapd_Brochure.aspx?BRCHR_VRSN_ID=452839

Which services do you provide:

Both Financial Planning and Investment Management

Other services (please list):

Financial Planning Packages:

Student Loan Analysis

Education Funding

Social Security Analysis & Sign Up

Medicare Analysis & Sign Up

One-Time Comprehensive Plan

Years of financial experience: **13+ years**

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

Years your firm been in business: **less than 1 year (started June 2017)**

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

CFA

CFP - Yes

ChFC

CLU

CPA - Yes

PFS - Yes

EA

MBA

BS or MS in finance related field

Other (please list):

Bachelor of Accountancy

Master of Accountancy

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):

No - Commissions on investment products

No - Commissions on insurance products

No - Hourly rate

Yes - Annual (Monthly) retainer

Yes - Flat fee for financial plan

Yes - AUM Fee

Other (Please list):

Financial Planning Packages:

Student Loan Analysis

Education Funding

Social Security Analysis & Sign Up

Medicare Analysis & Sign Up

One-Time Comprehensive Plan

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.

Asset Management & Financial Planning \$250,000+ Assets Under Management: (blended fee structure)

Up to \$2,000,000	1.00%
\$2,000,001 - \$4,000,000	0.50%
\$4,000,001 and up	0.25%

Asset Management & Financial Planning Under \$250,000 Assets Under Management: (flat fee)

\$1,000 up front fee + \$200-\$500 monthly retainer based on complexity

P2 Planning (Practice + Personal): A program for dentists, physicians, and other medical professional practice owners

AUM under \$500,000: \$1,000 up front fee + \$500 monthly retainer

AUM \$500,000+:

Up to \$2,000,000	1.00%
\$2,000,001 - \$4,000,000	0.50%
\$4,000,001 and up	0.25%

What you would pay:

\$100,000 AUM - \$200-\$500 per month based on complexity (employee vs. practice owner)

\$500,000 AUM – 1% annually (\$5,000) billed quarterly in arrears

\$1,000,000 AUM – 1% annually (\$10,000) billed quarterly in arrears

\$2,000,000 AUM – 1% annually (\$20,000) billed quarterly in arrears

Financial Planning Packages

\$500 for each of these one-time services:

Student Loan Analysis

Education Funding

Social Security Analysis & Sign-up

Medicare Analysis & Sign-up

\$2,500 for a one-time comprehensive retirement plan

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

If you receive payment for insurance product commissions, what percentage of your business revenue do they make up? **We do not – N/A**

Do you consider yourself a fiduciary? **Yes**

Do you routinely sign a fiduciary agreement with clients? **I signed a fiduciary oath with the XY Planning Network when I joined last spring. It is available online. Click here to view [Tripp Yates Fiduciary Oath](#)**

Also, I sign financial planning agreements with all my clients.

Investment Philosophy

Do you use tactical asset allocation? If so, please explain your process. **No. I mostly use DFA funds and believe in global diversification. I have also used Vanguard and SPDR ETFs minimally for small account transactions.**

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 – I believe that you are better off purchasing a low-cost term policy and have more money to save & invest vs. purchasing cash value life insurance**

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 – anyone who does this has a chance to get it right one time or another but studies have shown outperformance will not be consistent over time**

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? **Fees are important. The three principles of my investments philosophy are: 1) Diversify through asset allocation 2) Utilize low-cost investments 3) Prioritize tax efficiency. I use mostly DFA Funds which have low fees vs. the industry but are higher than the lowest index funds available. I believe in DFA academic research that shows that small companies, value companies, and high profitability companies have shown outperformance over time.**

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

Vanguard

DFA – Yes (I use DFA funds for the majority of my client accounts)

Bridgeway

iShares

Other (Please list):

I have used the Vanguard ETF (VT) SPDR ETF (SPTM) for small account transactions to obtain broad diversification because there are no transaction fees.

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): **Currently, 2 dentists. Over the last year (before I started my own firm), I worked with approximately 10 doctors (physicians & dentists). In November 2017, I presented a presentation on personal finance to 12 orthodontic residents and their typical financial situation once they start practicing. I desire to work with more dentists and physicians and have made that a focal point of my financial planning practice.**

What do you feel is your biggest value-add for a doctor? **Serving as a personal CFO or quarterback for a doctor. I believe that my knowledge as a CPA combined with financial planning and investment management gives me a unique perspective to provide advice. I do not prepare tax returns but I believe that gives me more opportunity to understand what is going on and think through strategic planning. I have seen doctors use large consulting firms that provide services for accounting, legal, insurance, and investment management. I believe that I am able to give more objective and independent advice by providing doctors with financial planning services while working in coordination with a CPA and attorney that have experience and knowledge of working with doctors. Each advisor has a unique perspective to add value to your team of professionals.**

Simply put, my goal is to:

- 1) Organize your finances
- 2) Reduce taxes
- 3) Invest wisely

Click here for more information about our program for dentist and physician practice owners [P2 Planning](#).

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. I have worked with a dentist in the past with IBR. I may not have all the answers immediately but have all the resources necessary to give high-quality advice. Student loan analysis would be included for all AUM and flat fee clients. We do offer a one-time analysis of student loans as a package for those that are not AUM or flat fee clients.**

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

Which of the following accounts do you consider yourself an expert on? (check all that apply)
All of the vehicles listed below including Solo Regular & Roth 401(k)s

401(k) - **Yes**

403(b) - **Yes**

457(b) - **Yes**

Individual 401(k) - **Yes**
SEP-IRA - **Yes**
SIMPLE IRA - **Yes**
Traditional IRA - **Yes**
Roth IRA - **Yes**
HSA - **Yes**
Profit-sharing Plan - **Yes**
Defined Benefit/Cash Balance Plan - **Yes**
Others (Please list):

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

Educate clients before a market downturn when they have a clearer mind. Keep an investment policy with actions to take when (not if) we have a bear market or correction. Look at the overall impact to the financial plan instead of just focusing on the loss in dollars. I like for my clients to see the probability of success of their financial plan using MoneyGuide Pro software.

Steps that we would take proactively:

- 1) Tax loss harvesting but stay invested in the market which would require you to invest in other funds for at least 30 days.**
- 2) Consider Roth Conversions of IRAs because lower asset values mean lower taxes**
- 3) Rebalance accounts to make sure the stock/bond asset allocation is in line with the target**
- 4) Encourage clients that have extra cash to invest during the pullback**

Most importantly, communicate with clients through meetings, phone calls, and emails to give them confidence and reassurance that pullbacks are part of investing. Using charts on the historical market performance a lot of times give perspective in turbulent times.

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

I worked for over 9 years as a financial advisor in a firm that manages \$750M in assets. I worked with over 100 clients and managed over \$100M in assets. I have extensive experience in financial planning and investment management but I consider myself an entrepreneur and wanted to become a business owner. I am a fee-only financial planner and a member of the XY Planning Network. My wife, Doty, is also a CPA and works with me in the business. Our plan is to, eventually, fully incorporate her as she becomes certified in financial planning and investment management.