

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

Personal and Firm Information

Your Name: [James Sweeney](#)

Name of Firm: [Switchpoint Financial Planning LLC](#)

Insert link to your website: switchpointfinancial.com

Insert link to your ADV2: <http://switchpointfinancial.com/wp-content/uploads/2018/01/Switchpoint-ADV-Part-2A-2B-01-03-18.pdf>

Which services do you provide:

Financial Planning

Investment Management

[Both](#)

Other services (please list):

Years of financial experience: [6.5](#)

Years of experience with financial planning or investment management for individuals: [6.5](#)

Years your firm been in business: [2 in April](#)

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

[X CFA](#)

[X CFP](#)

ChFC

CLU

CPA

PFS

EA

MBA

BS or MS in finance related field [BA Economics, MS Finance](#)

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

X Hourly rate

X Annual retainer

X 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.

Wealth Management - Includes Financial Planning and Investment Management

Premier Service – \$9,600 – \$500,000 minimum - for business owners, complex estates, assets in multiple millions, etc.

Full Service - \$4,800 – \$250,000 minimum - for employees, retirees, mostly liquid assets, assets from a few hundred thousand to a few million, etc.

Wealthbuilder - \$2,400 – No minimum asset level - for those who don't meet full service minimum, but who want a comprehensive, proactive relationship. Typically have high income, significant savings goals, and desire to delegate to professionals. Maximum of 5-10 years on discounted plan.

Financial Planning

\$150/hour. Quote given in advance for project/plan.

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? **N/A**

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?

[Not without taking more risk. I use primarily Dimensional Funds for most client portfolios. Many of their funds have outperformed \(and I expect will continue to outperform\) benchmark indices over long periods of time, but they also tilt toward small and value stocks, which entails taking on some additional risk.](#)

What percentage of a typical client portfolio would you place into actively managed mutual funds or ETFs? [0% in traditional "active" funds that pick stocks and/or time markets and have high fees. 100% in disciplined, low-cost asset class funds including Dimensional funds, Vanguard funds and other index funds.](#)

What role do fees play in your selection of individual investments?

[They are a primary selection criterion, along with tax efficiency, discipline, transparency and consistency in implementing a strategy.](#)

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

[X Vanguard](#)

[X DFA](#)

Bridgeway

[X iShares](#)

Other (Please list):

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

[Yes, when the benefit outweighs the cost of trading.](#)

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): 2. However, my practice is still young, and I have worked with many physicians in the past.

What do you feel is your biggest value-add for a doctor?

My biggest value adds are my understanding of tax-saving strategies for high-income earners, my disciplined and low-cost investment approach, and a business model that doesn't incentivize me to give advice contrary to clients' best interests.

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?

No. Most of my clients have repaid, or mostly repaid, their student loans. I have helped a few clients refinance student loans, but do not have extensive experience with every type of loan and repayment option. That said, the service is included in my fees, and I expect it to be an important part of my practice moving forward.

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

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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?

The first step is setting up expectations and continually reminding clients why they are invested the way they are invested, that we can't time the market, and what we will do when there is a market downturn. It should be no surprises that when the market corrects, our approach will be to rebalance and be patient.

For retirees, when there is a correction I have found one of the best psychological tools is to show them that not all of their investments are down. They see the whole account balance, but when I can break it up into risky buckets and conservative buckets, and show them that their high-quality bonds are doing just fine, and that they have many years of living expenses in bonds, that gives them some breathing room to wait until the stock market recovers.

For younger clients who might be nearly all in stocks, I show them the benefit historically of buying low, and often encourage them to save more, if they can, while the market is low. Or if nothing else, show them that whatever \$ amount they are saving is now buying more shares, ie at a bargain, and will benefit them in the long run.

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