

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

Personal and Firm Information

Your Name: Eric Imley, CFP

Name of Firm: Eagle West Group

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

Insert link to your ADV2: <https://drive.google.com/open?id=1-wox0Ij6ILCIM1SNdAC728a89sdtuioa>

Which services do you provide:

Financial Planning

Investment Management

Both

Other services (please list):

My practice focuses specifically on helping Kaiser Permanente Physicians and their families navigate Kaiser's complex benefits packages to help grow their wealth and maintain their lifestyle over the long term.

Years of financial experience: 18

Years of experience with financial planning or investment management for individuals: 3

Years your firm been in business: 23

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.

Fee Structure

Fees below are assessed on Assets Under Advisement. All of our Kaiser Permanente clients receive Comprehensive Financial Planning (retirement planning, estate planning guidance, investment advice etc.) for one-set fee of 0.5%-0.75% depending on how assets are held. We also offer an annual retainer to SCPMG associates for a flat fee of \$750 per year.

What is the minimum amount of assets required for you to take a client?

We have no minimum for Southern California Permanente Medical Group Partner (SCPMG) Physicians and their families.

If you receive payment for insurance product commissions, what percentage of your business revenue do they make up? 0%

Do you consider yourself a fiduciary? Yes, As a Certified Financial Planner I am required to give every client the fiduciary standard of care.

Do you routinely sign a fiduciary agreement with clients? Yes

Investment Philosophy

Do you use tactical asset allocation? If so, please explain your process.

When the market has had significant appreciation/depreciation, we do use some value averaging strategies in small amounts to help reduce the impact of market movement on portfolios. We do not apply tactical asset allocation in more stable market conditions.

Do you believe you can time the market sufficiently well to beat a comparable low-cost index fund after fees?

No, we believe attempting to time the market is less effective than using the power of the capital markets and customized planning to help each client reach their long-term goals.

Do you pick individual stocks for clients?

No. We believe picking individual stocks introduces risk and reduces diversification within a portfolio. However, for clients who choose to focus on individual stocks, we offer access to premium research services to help them choose wisely and help mitigate risk.

Do you believe most physicians should own a cash value life insurance policy of any type? If so, what type and why?

Because SCPMG offers a defined benefit plan, there are some cases where disposable income can be used to buy cash value life insurance as a supplement to choosing a lower payout option from the defined benefit plan. We always compare this to the supplemental group life offered to SCPMG Physicians through the partnership and explain the comparison. The ultimate choice is based on the specific needs of the physician and his or her family.

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, studies show that over long periods of time it is almost impossible to pick managers that can beat their US equity market benchmarks.

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

SCPMG 401k options require some active management to get broad diversification. While there is no typical percentage, we work with each client and use risk analysis software to be sure their portfolio is customized to their specific goals and the level of risk they are comfortable with. In accounts where we have a broader choice, the actively managed portion of the portfolio is typically less than 10%.

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

We use Schwab ETFs as the core of all of our portfolios. These ETFs are incredibly inexpensive and have no transaction fees. While we do use some non-Schwab ETFs, the research shows that low-fee funds tend to perform better over time, so we try and stick to them whenever it makes sense to do so.

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

Vanguard X

DFA

Bridgeway

iShares X

Other (Please list):

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

We focus primarily on building retirement assets, so tax loss harvesting is usually not a necessary piece of the planning puzzle. However, we do apply tax-loss harvesting when appropriate for specific client situations.

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):

As a boutique firm focused on Kaiser Permanente Physicians and their families, we currently serve about 200 physicians and their families.

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

My wife is a Kaiser Permanente Physician which put me face-to-face with the complexities of the SCPMG retirement system and benefit structures. Because I know how challenging it can be to navigate the system and plan properly to grow and protect assets effectively, I chose to only work with Kaiser Permanente Physicians and their families to help guide them through this maze. I have spent the past 17 years researching SCPMG structures and how best to optimize them to address my clients' needs. By sub-specializing in working with KP Physicians allows me to serve my clients the same way the medical community uses sub-specialists—as a corps of professionals with in-depth training to dramatically improve outcomes.

At Eagle West, we are devoted to making sure that KP Physician's personal lives can be centered on enjoying life and not worrying about their financial futures. We offer comprehensive financial planning tailored to each SCPMG physician and their family. We manage their retirement and non-retirement investment strategies ensuring that they have the desired protection against future risks. We refer attorneys to put trusts in place to secure the financial futures for their heirs. We coordinate best practices among accountants to make sure our clients are maximizing deductions that are available to SCPMG partner Physicians. Regularly, we write articles about the current issues facing the lives of our clients; we look at these articles as research projects designed to enhance our understanding of the complexities facing the financial lives of SCPMG Physicians. As the largest comprehensive financial advisory firm specializing in SCPMG Physicians and their families, for over twenty years, we have the resources and commitment to help our clients build and protect their wealth over the long term.

While our offices are in Culver City, CA, to save my clients valuable time, I meet with nearly every client at their office, medical center, or in the comfort of their own home.

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, our fee is comprehensive and includes issues related to student loans.

For physicians, student loans can be a financial challenge. That said, most of our clients are fortunate enough to have loans at rates in the 2%-4% range, which typically do not warrant refinancing. In cases where a client has loans at higher percentage rates, we consider their overall financial plan and guide them through the refinancing process if appropriate.

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

Because SCPMG offers a Roth 401k, we use that vehicle to support most of our tax diversification strategies. As a result, we don't have a need do many Backdoor Roths.

Which of the following accounts do you consider yourself an expert on? (check all that apply)

401(k)	X
403(b)	X
457(b)	
Individual 401(k)	X
SEP-IRA	
SIMPLE IRA	
Traditional IRA	X
Roth IRA	X
HSA	
Profit-sharing Plan	X
Defined Benefit/Cash Balance Plan	X
Others (Please list):	
Keogh	X

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

We focus on coaching our clients to make wise investment decisions throughout every market cycle. We use a pre-set Value Averaging Strategy that is agreed upon during our initial client meetings. When the market falls to pre-determined points, we apply that strategy to take advantage of buying opportunities to bolster the client's portfolio. By focusing on the "sale" aspect of a down market, our clients are able to take positive action during a negative time.

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

While working with Kaiser Permanente Physicians is clearly a sub-specialty, this group is highly underserved—in part because the retirement benefits within the system are so vast that there is an illusion that simply participating in the plan will deliver the desired outcome. My goal is to help this group understand the value of careful planning and to help high-earning physicians maintain their lifestyle after retirement. I have personally worked with Kaiser Physicians who would have been unable to live the lifestyle they were accustomed to in retirement without significant adjustments to their plans—and they had no idea they were in danger of walking into an underfunded retirement. It's my mission to improve that scenario for as many Kaiser Physicians as I can and help them make choices that lead to long, fulfilling retirements without worrying about downgrading their lifestyle or outliving their assets.