

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

Personal and Firm Information

Your Name: **Marty Watkins**

Name of Firm: **TrueNorth Wealth**

Insert link to your website: www.truenorthwealth.com

Insert link to your ADV2: [Here](#) or

https://www.adviserinfo.sec.gov/IAPD/Content/Common/crd_iapd_Brochure.aspx?BRCHR_VRSN_ID=479244

Which services do you provide:

Financial Planning

Investment Management

Both

Other services (please list): **We advise on your whole financial picture: investments, retirement planning, tax strategy, insurance and estate planning, medical employee contracts, sales of medical practices, etc.**

Years of financial experience: **30**

Years of experience with financial planning or investment management for individuals: **30**

Years your firm been in business: **12**

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): **Fee-Only**

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.

<u>Assets</u>	<u>Annual Fee</u>
\$0 to \$250,000.99	.78%
\$250,001 to \$2,000,000	.72%
\$2,000,000.01 to \$4,000,000	.58%
\$4,000,000.01 to \$5,000,000	.48%
\$5,000,000.01 to \$10,000,000	.43%
Thereafter	.33%

<u>AUM</u>	<u>Fee</u>
\$100K	\$780
\$500K	\$3,750
\$1M	\$7,350
\$2M	\$14,450

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

\$250,000 - Can be negotiable

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?

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?

No

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 play a very large role. We strive to be as low-cost as prudently possible.

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

Vanguard

DFA

Bridgeway

iShares

Other (Please list):

SEI

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):

275

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

We specialize in strategic, comprehensive planning within portfolio management. We also assist in sales/purchases of practices, surgical centers and real estate properties. Additionally, we count a practicing physician on our planning staff.

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 counseled over 1,600 physicians and surgeons over 30 years and have often dealt with student debt.

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

43

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):

JTWROS

Revocable Trust

Irrevocable Trust

Tenants in Common

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

We systematically and proactively educate our clients before, during, and after market downturns about the importance of separating emotions from investing and following an investment process with discipline. Additionally, we build consistent rebalancing into our portfolio management process.

Anything else that you would like me to take into consideration with regards to your application?

-We review every client's estate plan.

-We review every client's tax return annually to ensure optimal tax efficiency.

-We review life, disability, property & casualty, and umbrella insurance policies for every client to ensure they are properly protected.

-I've specialize in serving physician and surgeons for 30 years, as well as having a practicing physician on staff, so we are uniquely qualified to add value to practicing and retired physicians.