

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

## Personal and Firm Information

Your Name: Justin Harvey

Name of Firm: Quantifi Planning

Insert link to your website: [quantifiplanning.com](http://quantifiplanning.com)

Insert link to your ADV2:

[https://adviserinfo.sec.gov/IAPD/Content/Common/crd\\_iapd\\_Brochure.aspx?BRCHR\\_VRSN\\_ID=486484](https://adviserinfo.sec.gov/IAPD/Content/Common/crd_iapd_Brochure.aspx?BRCHR_VRSN_ID=486484)

Which services do you provide:

Financial Planning

Investment Management

**Both**

Other services (please list):

**Student Loan Analysis**

Years of financial experience: 8

Years of experience with financial planning or investment management for individuals: 8

Years your firm been in business: 1

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): **RICP**

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.

**Flat fee starting at \$399/mo and includes all financial planning and investment management services. (ADV currently says 249/mo minimum, this is being updated imminently)**

**Fee is complexity-based and adjusts based on two factors (Net worth + Income)**

**Net Worth**

\$0 – \$2,500,000 0.50%

\$2,500,000 – \$10,000,000 0.25%

\$10,000,000 and over 0.10%

**Income**

\$0 – \$500,000 1.00%

\$500,000 – \$1,500,000 0.75%

\$1,500,000 and over 0.50%

**Residents & fellows qualify for \$99/mo comprehensive planning services for up to 2 years**

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

**No asset minimum**

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

**No commissions – proudly fee only.**

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. Strategic asset allocation used, based on DFA funds/models. No tactical strategies implemented.**

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

**It's very difficult – I don't try.**

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?

**There can be certain applications for cash value life insurance policies, but these are generally niche strategies for tax and estate purposes, or other (like using a long term care rider to secure LTC coverage combined with a death benefit). I very seldom recommend these, they are generally not appropriate for physicians with student loans or who are aggressive accumulators. Cheap/transparent term coverage is generally the best way to secure death benefit protection when that's what is needed. Insurance policies are not my preferred/recommended vehicle for investing or accumulating cash deferred interest.**

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?

**It's difficult. There are some factors which can be isolated/controlled which have historically added value over time. I select funds that emphasize low cost, low turnover/tax efficiency, and broad diversification. DFA's methodology for stock selection and transaction timing has performed well in the past, but there may be long periods in the future when they (or any other manager) may underperform a given index or asset class.**

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

**All funds are DFA funds, depends on how you classify these. They are not index funds in the strict sense but are closer to a "passive" than "active" management style. More like a strict rules-based broadly-diversified set of funds that are managed systematically within that paradigm. However they do have low-cost and low-turnover benefits similar to index funds.**

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

**Very important consideration**

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

Vanguard

**DFA**

Bridgeway

iShares

Other (Please list):

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

**Yes, when applicable.**

## 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): 40

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

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 routinely perform these analyses for clients, and help them to optimize payback strategies based on expected earnings for them and spouse, expected family size, expected career trajectory, etc. This is included in planning fees or can be purchased a-la-carte.**

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

1

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 entire investment conversation is framed in the context of a long-term experience that plays out over years. Short-termism is deadly, and this is discussed at the outset and consistently throughout the client engagement. Any assets needed within the next five to seven years will be invested more conservatively, and assets needed in a < 3 year window will be held in low-duration bonds and cash equivalents. This can help to preserve capital, and also to manage the investor's psyche. ☺**

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

**My wife is an anesthesia resident at University of Pennsylvania, and I'm building my fee-only practice to focus specifically on serving anesthesiologists and anesthesia residents.**