

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

## Personal and Firm Information

Your Name:

**Bradley Clark**

Name of Firm:

**Clark Asset Management, LLC**

Insert link to your website:

[www.BradleyClark.com](http://www.BradleyClark.com)

Insert link to your ADV2:

[https://bradleyclark.com/wp-content/uploads/2018/09/CAM.ADVPart2.AUA\\_.20180912.pdf](https://bradleyclark.com/wp-content/uploads/2018/09/CAM.ADVPart2.AUA_.20180912.pdf)

Which services do you provide:

Financial Planning

Investment Management

Both

Other services (please list):

Years of financial experience: 15

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

Years your firm been in business: 2+

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 (independent of portfolio size)

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.

**One Simple Flat Fee of \$7,500 per year (regardless of portfolio size!) for the bundle of investment management & financial planning. I don't like the expense of most % fees for larger portfolios, but I also don't like the conflicts of interest, which don't get much attention**

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

**No minimum but given the fee, folks with less than \$750,000 can do better elsewhere**

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

**N/A we are 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**

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 (but I believe in factor investing like DFA)**

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 an important consideration. I mostly use DFA, which has pretty low fees (but not as low as Vanguard).**

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**

## 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):

**One**

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

**My biggest differentiators are my fee structure, my strategic thinking, and ability to find & communicate compelling and practical strategies. We are very good tax planners and strategists, which is relevant to all the various retirement plan options faced by doctors, for example.**

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?

**I am not a true "expert" in student loan related issues, but I have access to experts in the area. I have found that my \$7,500 tends to attract folks with over \$2 million in their portfolio and are no longer dealing with student loans.**

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

**5 (including rolling IRA's balances back into 401-K's)**

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 (I understand but am not an expert)**

Others (Please list):

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

**Listen & Empathize.**

**Try to keep clients focused on their life goals and financial goals.**

**If necessary, re-affirm our agreed investing strategy and their asset allocation.**

**If necessary, share evidence that supports our agreed investing strategy and asset allocation.**

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