

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

## Personal and Firm Information

Your Name: Andrew McFadden, CFP®, MBA

Name of Firm: Panoramic Financial Advice

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

Insert link to your ADV2:

Which services do you provide:

Financial Planning

Investment Management

Both

Other services (please list): Student loan analysis, employee benefits maximization, tax planning, estate planning, insurance planning, debt management, budget creation, goal creation, & college planning

Years of financial experience: 14

Years of experience with financial planning or investment management for individuals: 12

Years your firm been in business: 5

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): Physician clients are primarily under fixed annual retainer fee. A few have opted for AUM fee.

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.

Physicians in training pay \$100 - \$125/mo

Attending physicians start out at \$200/mo, and each fee is determined by service level client requires. Average client is at approximately \$250/mo currently.

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? No

What percentage of a typical client portfolio would you place into actively managed mutual funds or ETFs? 100% ETFs, index funds or DFA funds

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

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

Vanguard

DFA

Bridgeway

iShares

Other (Please list): SPDR (State Street Global Advisors)

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): 65

What do you feel is your biggest value-add for a doctor? Experience and youth. I work primarily with young physicians and young physician families. Easily relatable as a 36 year old married father of two with my own business. Been in the financial industry since 2005 and started my firm at 30 years old.

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've advised nearly all of my physician clients (both ongoing clients and one-time) on student loan payoff strategies. 70+ cases at this point.

How many clients have you assisted with a Backdoor Roth IRA in the last year? Completed 40 backdoor Roth IRA contributions for clients in 2018. Helped about another 20 who wanted to do on their own.

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): 529, backdoor Roth, taxable investment accounts, high-interest online savings accounts

What steps do you proactively take in a market downturn to improve investor behavior? Evaluate each client through a risk tolerance questionnaire to better understand their downside tolerance. Discuss how the stock market works and what historical returns have looked like. Produce quarterly newsletter reviewing market performance and detailing why the market did what it did, but reminding clients that we take a long-term view when it comes to investments.

Anything else that you would like me to take into consideration with regards to your application? (Attach additional documentation as desired) Parents and grandparents got screwed by commission-

based financial advisors. I got into the business to make change for the better. Young physicians are literally one of the biggest targets of salesy financial advisors, so I figure the more I can save, the better place the world will be.