

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

Personal and Firm Information

Your Name: Michael George

Name of Firm: FPL Capital Management

Insert link to your website: www.fplcapital.com

Insert link to your ADV2: <https://www.fplcapital.com/form-adv-part-2a-and-2b/>

Which services do you provide:

Investment Management

Years of financial experience: 25 plus years

Years of experience with financial planning or investment management for individuals: 25 plus years

Years your firm been in business: 1997

Which of the following designations do you hold (Check all that apply):

BS in Finance

Have you had any events in the past that are reportable to regulatory agencies? No

Have any of your former clients sued you? No

Are you currently involved in a lawsuit by a client or former client? No

Fee Structure

How do you get paid (check all that apply):

Annual Retainer

Hourly rate

How much do you charge?

For Investment Management Services, \$1,000 to \$5,000 annually

For Concierge Wealth Management Services, \$5,000 to \$25,000 annually

For Family Office Services, \$25,000 to \$50,000 annually

If an hourly rate is being applied, that rate is \$250.

What is the minimum amount of assets required for you to take a client? \$500,000

If you receive payment for insurance product commissions, what percentage of your business revenue do they make up? We do not receive payments for insurance products.

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? 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?

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 we do believe in Smart-Beta and Enhanced Indexing

What percentage of a typical client portfolio would you place into actively managed mutual funds or ETFs? Less than 5%. We don't believe in actively managed funds, but there are some funds we recommend that have an active component.

What role do fees play in your selection of individual investments? Plays a significant role, but that's not the only selection criterion we look at.

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

Vanguard ←

DFA ←

iShares ←

Other (Please list): WisdomTree and PIMCO

Do you routinely engage in tax-loss harvesting for clients in their taxable accounts? Sometimes, but not routinely.

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): About 75% of our client base is either a physician or a dentist.

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

Introducing and advising on strategies that allow them to avoid highly taxable situations.

Also, providing access to an Institutional Investment Platform.

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? No

How many clients have you assisted with a Backdoor Roth IRA in the last year? About 40 to 50

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

401(k) ←

Individual 401(k) ←

SEP-IRA ←

SIMPLE IRA ←

Traditional IRA ←

Roth IRA ←

HAS ←

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? Providing periodic educational material plus client review.

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