

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

Personal and Firm Information (3/2019 Update)

Your Name: Chad Chubb, CFP®, CSLP®

Name of Firm: WealthKeel LLC

601 Walnut Street, Suite 1200, #38, Philadelphia, PA 19106

Advisory Services and Financial Planning offered through Vicus Capital, Inc., a Federally Registered Investment Advisor. Registered Representative offering securities through Cetera Advisor Networks LLC, member FINRA/SIPC. Cetera is under separate ownership from any other named entity.

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

Insert link to your ADV2: We utilize an independent federally registered investment advisor (Vicus Capital) for our RIA support ([ADV Part 2A](#)). Personal ADV 2B is [attached here](#).

Which services do you provide:

Financial Planning

Investment Management

Both- Yes.

Other services (please list): Project Specific Advice, Hourly Advice, and Student Loan Planning. We are also an independent insurance agent to help our clients with their risk management (term life & disability). Typically, we will spreadsheet 10+ companies when using insurance in a financial plan. We are happy to share how much we are compensated from any insurance company, or we are happy to put you in contact with the other insurance professionals listed on the White Coat Investor.

Years of financial experience: 8

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

Years your firm been in business: 8 – Independent advisor since July 2011, and WealthKeel LLC was established in April 2015.

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

CFP – Yes.

BS or MS in finance related field- Bachelor Degree in Finance from Penn State Smeal College of Business.

Other (please list):

Have you had any events in the past that are reportable to regulatory agencies? If so, please attach explanation. No, [here is my FINRA BrokerCheck link](#).

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- No

Commissions on insurance products- Yes

Hourly rate- \$250/hr, but we will provide a flat-fee once we know the scope of your project.

Annual retainer- Yes

AUM Fee- No, but you can use your AUM to pay for all or a portion of the annual flat-fee (billed monthly).

Other (Please list):

How much do you charge? Our straightforward flat-fee structure is listed below. We do not have any asset minimums, we do not use AUM, and financial planning includes investment management.

One-Time Plan Creation Fee:

- Delegators (Plan Creation + Ongoing Financial Planning and Investment Management): \$1,500
- Do-It-Yourselfers (Plan Creation Only): \$3,000

Ongoing Flat-Fee Financial Planning & Investment Management:

- Residents & Fellows: \$200 per month
- Attendings: \$300 to \$1,100 per month

[Diagram for WealthKeel's Flat-Fee Structure.](#) No AUM fees.

[WealthKeel One-Pager](#) includes an overview of our planning process, service offerings, transparent pricing, and ongoing service calendar.

What is the minimum amount of assets required for you to take a client? No minimums.

If you receive payment for insurance product commissions, what percentage of your business revenue do they make up? Varies each year but the typical range has been less than 10%.

Do you consider yourself a fiduciary? Yes, CFP and Series 66.

Do you routinely sign a fiduciary agreement with clients? Yes, with new planning agreements.

Investment Philosophy

Do you use tactical asset allocation? If so, please explain your process.

No, unless a client requests it and their net worth is supportive of the strategy. Most of our portfolios use strategic allocations and bond ladders when needed (usually soon-to-be retirees).

Do you believe you can time the market sufficiently well to beat a comparable low-cost index fund after fees? No, the markets are efficient, and the investor is usually the inefficient one which is why we believe in comprehensive financial planning, matching risk tolerance to goals, and helping you through both the good and bad times that the market will undoubtedly provide.

Do you pick individual stocks for clients? No, we do not pick stocks. If a client prefers individual stocks or has a concentrated position(s) in certain stocks, we have an investment team that will suggest individual equities and strategies (options for concentrated positions) for their portfolio(s).

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. There will be times when active managers outperform passive managers and vice versa, but there is no way of knowing this in advance.

What percentage of a typical client portfolio would you place into actively managed mutual funds or ETFs? Ultimately the goal is none, unless a client preferred active over passive.

What role do fees play in your selection of individual investments? A huge role, they are monitored very closely and reviewed with clients for both internally managed accounts (AUM) and outside investment accounts (401k, 403b, 457b, etc.).

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

We use numerous fund families; however, to avoid blanket recommendations we can't list specific fund families based on our compliance team wishes. We do use Fidelity as our primary custodian, and most portfolios contain a mix of fund companies (Vanguard, iShares, Fidelity, SPDR, PowerShares, etc...).

Vanguard-

DFA

Bridgeway

iShares-

Other (Please list):

Do you routinely engage in tax-loss harvesting for clients in their taxable accounts? Yes, when applicable, it is an important part of financial planning and investment management.

Physician Specific Issues

How many physicians and/or dentists are you currently advising? (i.e., managed assets of or met within the last year): In the past year (2018), 25 physician households but that has been increasing since 2017. We help 20 physician and dual-physician households on an ongoing basis as of the end of 2018, and have another 10-15 per year for one-time plans or project specific advice (hourly or student loans).

Since 2017, 95% of all new households included at least one, if not two, physicians.

What do you feel is your biggest value-add for a doctor? Many of our physicians are between the ages of 30-50 with a young family and are delegators looking for ongoing financial planning and investment management, someone to turn to for all their questions, and someone to keep them on track, both today and for the long-term. We understand our physicians' lives and their practices. We work with residents and fellows to form good habits and develop debt management strategies early on. We work with new attendings to help prioritize cash flow, saving and debt management after their big jump in income. We help mid-career physicians think about possibilities and the potential for FIRE (early retirement), or lowering their hours.

We are fiduciary CFPs offering flat-fee financial planning and investment management to Gen X & Gen Y physicians' and their families.

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, very qualified. We have presented on this topic to residency programs at Thomas Jefferson. Student loan advice is included in all comprehensive plans and as a standalone service for project specific advice.

How many clients have you assisted with a Backdoor Roth IRA in the last year? 15-25 on an annual basis and this number is continually increasing since our focus is on high-income Gen X & Gen Y families.

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

We use all of the accounts listed below; however, our compliance team does not allow us to use the term "expert." We do have experience working with each account type listed below.

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? At the start of every new relationship, we tell our clients we will go through numerous market ups and downs. We can't control the markets, but you can control how much you save and that is the most important factor. Keep investing no matter what the market is doing. 2008/2009 will happen again, let's have a strategy in place, and control your emotions. We will get through it!

Anything else that you would like me to take into consideration with regards to your application? (Attach additional documentation as desired)- Nothing to add here, we are updating our original 2016 application.

Our [physicians focused blog posts can be found here](#).

We have also [written for CNBC on the financial literacy issues facing young physicians](#), and have been quoted by [Medical Economics](#) and the [AMA](#).

In 2018, we presented at the American Society of Colon and Rectal Surgeons (ASCRS) conference in Nashville on the topic, [“When Can I Retire?”](#)