

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

## Personal and Firm Information

Your Name: [Beth D'Andrea](#)

Name of Firm: [PlumTree Financial Planning](#)

Insert link to your website: [PlumTreeFP.com](#)

Insert link to your ADV2: [https://www.adviserinfo.sec.gov/IAPD/Part2Brochures.aspx?ORG\\_PK=167853](https://www.adviserinfo.sec.gov/IAPD/Part2Brochures.aspx?ORG_PK=167853)

Which services do you provide:

- ✓ Financial Planning
- ✓ Investment Management

Other services (please list):

Years of financial experience: [30+](#)

Years of experience with financial planning or investment management for individuals: [15](#)

Years your firm been in business: [12](#)

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 BS, Finance

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):

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.

We like to provide clients with financial guidance in the way that works best for them, so we provide three models that are each fee based.

Most of our clients like to manage their own money, for them we offer an hourly or annual model:

### Project-Based Clients

If you are looking for a one-time financial plan, a financial check-up or help with specific financial questions, you may wish to work with us by the hour. We can provide a comprehensive financial plan and implementation guidance and assistance as needed, or simply answers to your financial questions. This is based on an hourly fee and most engagements for a full plan run between 10 and 15 hours.

### Ongoing Financial Planning

Ongoing financial planning starts with a comprehensive plan and includes 3 – 4 additional meetings throughout the year along with emails and calls as-needed. The young professionals and families that we work with are moving through some of the most significant life events and these regular meetings help keep the plan on track and give us the opportunity to update it for anything new. This program is a flat fee of \$3,000 to \$5,000 per year based on complexity.

Some of our clients prefer to turn the day-to-day management of their investments over to us. For them, we offer Ongoing Financial Planning + Investment Management annually for \$6,000 - \$10,000 based on complexity.

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. Always.

Do you routinely sign a fiduciary agreement with clients?  
Yes, it is part of our [Engagement Letter](#).

## 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. Having worked at Vanguard for 20 years before breaking away to start my own firm, my investment philosophy is deeply rooted in index funds and low costs.

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

Typically, 0%.

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

With the index funds we work with, expenses are already extremely low. When we evaluate a client's existing portfolio, we'll review the holdings to determine if they should keep them – because they are performing well and expenses are low – or should they sell them, knowing that the tax hit would be worth it due to low performance or high costs.

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

Since we don't always manage our client's assets, we will build a portfolio for them at an institution where they already have assets – as long as the institution is low cost. We primarily provide recommendations for Vanguard funds, but, will also build portfolios at Fidelity, T. Rowe Price and Charles Schwab.

✓ Vanguard

DFA

Bridgeway

iShares

Other (Please list):

✓ Fidelity

✓ T. Rowe Price

✓ Charles Schwab

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): 15

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

We work with many physician families. As a small business we can truly build relationships with each family and act as their personal CFO. Our goal is to holistically provide advice and guidance on their portfolio and as a partnership provide as much or as little assistance as they need to give them comfort in their financial decisions. We don't charge commission and we don't use algorithms; we use 30+ years of financial experience and provide each client a truly unique plan and portfolio built for them. Our fee-only model allows physicians to get the advice they need at every stage of their career – on all parts of their financial lives - from paying off student loans, to how much house to buy, to saving for their own children's college expenses.

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, we have become experts in this area as we work with clients who have \$200,000. \$400,000 and even an orthodontist with \$600,000 in student debt. We also work on the other side of the equation, with families choosing colleges – to help them reduce their need for student loans, be it saving early or choosing the right school for the major. This is included in the engagement.

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

20 (or more, we help as many clients as possible to do this)

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?

We get to know our clients and their financial personalities; therefore, this is individualized. Through our regular communications with clients our message is consistent: the plan we built for you had this type of volatility baked into it – stay the course.

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