

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

Note to potential advertisers: This application becomes part of a listing on our recommendation page so as you fill it out expect it to be available to readers.

Personal and Firm Information

Your Name: [Matthew McKee, CFA](#)

Name of Firm: [Target Rock Wealth Management LLC](#)

Insert link to your website: www.targetrockwealth.com

Insert link to your ADV2: [TRWM Form ADV Part 2A & 2B 03-11-21 \(targetrockwealth.com\)](#)

Which services do you provide:

Financial Planning

Investment Management

Both

Other services (please list):

Years of financial experience: [18+](#)

Years of experience with financial planning or investment management for individuals: [7+](#)

Years your firm been in business: [Started March 2021](#)

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

CFA -

CFP – [Coursework completed; anticipate sitting for the exam later this year.](#)

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 [No.](#)

Commissions on insurance products [No.](#)

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.

Flat Retainer Based Fees: (default option and includes comprehensive planning)

Students, Residents, and New Doctors: \$3,500 (for up to 3 years)

\$5,000 per year for net worth up to \$500,000

\$10,000 per year for net worth of \$500,001 - \$1,000,000

\$15,000 per year for net worth of \$1,000,001 - \$5,000,000

\$20,000 per year for net worth of \$5,000,001 +

AUM-Based Investment Management Fees:

Our standard advisory fee is based on the market value of the assets under management and is calculated as follows:

Account Value	Annual Advisory Fee
\$0 - \$500,000	1.45%
\$500,001 - \$2,000,000	1.00%
\$2,000,001 - \$5,000,000	0.85%
\$5,000,001 and Above	0.50%

The annual fees are negotiable and are prorated and paid in advance on a quarterly basis. The advisory fee is a blended fee and is calculated by assessing the percentage rates using the predefined levels of assets as shown in the above chart, resulting in a combined weighted fee. For example:

Fees on \$100,000 would be \$1,450 annually.

Fees on \$500,000 would be \$7,250 annually.

Fees on \$1,000,000 would be \$12,250 annually.

Fees on \$2,000,000 would be \$22,250 annually.

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

Minimum assets per ADV is \$500,000 but it is negotiable, and I do take clients with less. I decide with clients if it makes sense for us to work together on a case-by-case basis.

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 (i.e. do you change asset allocations due to market fluctuations or valuations?) 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? 0%

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

Fees are central to our investment decision process, which is why we use low-cost ETFs.

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): 10+

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

I have a long history of serving HNW clients and helping them simplify their complex financial lives.

In addition, I have a background in healthcare finance, including physician practice valuation and compensation consulting, equity research in healthcare services, and in hospital finance. As such, I understand many of the dynamics faced by physicians and are well-suited to help them navigate their financial paths.

I am also available outside of traditional work hours as I understand the time doctors have during the day is limited.

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 familiar with these issues but refer clients to a student loan specialist for more complex cases. All advice is included in my fee schedule.

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

4

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

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?

I take a consultative approach to the financial planning process and believe that planning is an ongoing educational process, not a one-time event. Educating and preparing my clients for the inevitable market downturns helps prevent fear and emotional investing behavior when it does occur.

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

I have always enjoyed helping others, whether it was through my volunteer work or elsewhere. I decided last year to move to a fee-only fiduciary RIA so that I can leverage my 18+ years in finance to help people do the right thing for themselves and their families. With my background in healthcare finance and physician consulting, combined with my expertise in finance and investment analysis, helping doctors was a logical choice. Plus, doctors have helped me throughout my life. Now I can help them.