

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: [Angel Melgoza](#)

Name of Firm: [MyLife Financial](#)

Insert link to your website: www.mylifefinancialplanner.com

Insert link to your ADV2:

https://files.adviserinfo.sec.gov/IAPD/Content/Common/crd_iapd_Brochure.aspx?BRCHR_VRS_N_ID=730896

Which services do you provide:

- Financial Planning
- Investment Management
- ✓ [Both](#)

Other services (please list):

Years of financial experience: [10 years total](#)

Years of experience with financial planning or investment management for individuals: [10 years](#)

Years your firm been in business: [Newly established firm; Previously operated from 2016 - 2019. I closed my firm to try and pursue a career in a newly established trust department for a local bank and unfortunately it didn't work out.](#)

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: [MS in Personal Financial Planning](#)

Other (please list): [Graduate Certificate in Charitable Financial Planning](#)

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

Have any of your former clients sued you? What was the outcome? Please attach explanation. [I have never been sued.](#)

Are you currently involved in a lawsuit by a client or former client? Please attach explanation. [I am not currently involved in a lawsuit.](#)

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.

- [Flat Financial Planning Fee for One-time engagements - \\$4,500](#)
- [Ongoing Financial Planning fee - \\$4,500 the Initial year where \\$1,500 is due upfront and the remaining fee is billed at a rate of \\$250/month for the 1st 12 months; then an Ongoing Annual Retainer - \\$3,000 is billed at a rate of \\$250/month](#)

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

[No asset minimums](#)

If you receive payment for insurance product commissions, what percentage of your business revenue do they make up?

[I do not receive commissions or payments from third parties. I am considered a fee-only financial planner and receive my fees only from my clients.](#)

Do you consider yourself a fiduciary?

[I am a fiduciary at all times.](#)

Do you routinely sign a fiduciary agreement with clients?

[I do in both my Financial Planning Agreement and Investment Advisory Agreement.](#)

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.

I use more of a strategic asset allocation approach where I set target allocations for several asset classes and rebalance periodically. I'm a proponent of the efficient market hypothesis and modern portfolio theory which is why the portfolios I used are made up of low-cost index funds and are assigned to clients based on risk tolerance, risk capacity, and time horizon needed before withdrawal.

Do you believe you can time the market sufficiently well to beat a comparable low-cost index fund after fees?

No. I believe in the efficient market hypothesis which states all security prices reflect available information. I think this is true now more than ever due to us being in the Golden Age of the Internet where information is at your fingertips and communication is nearly instantaneous.

Do you pick individual stocks for clients?

I do not. I believe in Modern Portfolio Theory which places diversification at its center. I believe a diversified portfolio can produce positive, long-term results versus a concentrated portfolio.

Do you believe most physicians should own a cash value life insurance policy of any type? If so, what type and why?

Generally speaking, no. However, I do believe a cash value life insurance policy may have a place in a financial plan in certain situations.

Example 1. A cash value policy may be ideal in a buy-sell agreement between a professional group. One of the biggest issues in a buy-sell agreement between partners is age. Premiums can be higher for older partners. In a case like this, a flexible premium insurance policy could be used to mitigate the higher cost of insuring an older partner.

Example 2. A cash value policy may be ideal to have on a key-employee physician of a small practice. If that key employee passes away or leaves, the cash value policy can be used as a way to give their replacement a bonus and entice them to join a small practice versus a hospital. This cash value policy can be a variable universal life policy to keep up with inflation on the investment side but still have a guaranteed death benefit if the investments don't perform well.

Example 3. A cash value policy can be a good way to purchase long-term care insurance. Long-term care insurance premiums are increasing as long-term care costs increase. Premium increases to traditional long-term care policies may not be as high for hybrid cash value life insurance policies with a long-term care rider.

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?

I don't but I do have a fund selection process that includes looking at cost of ownership, size of the fund, inception date, the historical variance of how the fund tracks an asset class, and of course performance over the last 5-20 years.

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

I do not place any of my clients into actively managed funds. I do place clients in portfolios that contain passively managed ETFs. I believe ETFs have a tax advantage and liquidity advantage over Mutual Funds.

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

They play a significant role. I believe fees affect how much a client ultimately keeps in their pockets.

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?

I try not to make it a routine because no one likes to lose money but when advantageous, tax-loss harvesting does have a place in portfolio management. Especially when rebalancing a taxable account or if I am replacing a fund in its entirety from my fund list and it affects taxable accounts.

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):

As a lead financial planner to my previous firm, I have met with 13-15 doctors and helped either create their financial plans or helped adjust their financial plans due to changes in their lives.

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

I think my biggest value add for a doctor is helping them answer the question, "what next?" Doctors are accomplished students and professionals in their respective medicinal practice that sometimes it's hard for them to see potential financial pitfalls outside their line of work or uncover personal goals unrelated to their work. Through engaging in conversation about who

they are personally and building rapport, I believe the financial plans I build help them balance their money, life, and ultimately their profession.

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 believe I can give quality advice on student loans because I have them myself and go through the process of recertification every year. I also understand the evaluation process differs between a borrower working in the private or public sector along with their discretionary income needs. Additionally, my firm uses financial planning software that helps with projecting the best long-term repayment plan.

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

None in the last year. I have helped clients do Backdoor Roth IRA contributions in the past after reviewing tax projections with their CPA or tax professional.

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?

I proactively send an alert in the form of an email to all clients reminding them of the investment strategy in place. I let them know that their portfolios are being monitored and rebalanced as they should be in any bull or bear market. I proactively offer meetings for those clients who need a little more "hand-holding" than others.

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

As mentioned, I have 10 years of experience in financial planning. I have served mostly pre-retirees and small business owners in the past. Most recently, with my last firm, I've had the pleasure of serving doctors on a more consistent basis as a niche which led to my decision to apply for a listing through your website. I am 1 of 16 Certified Financial Planners in the Rio Grande Valley area and only 1 of 3 firms that are considered Fee-Only in the entire metropolitan

area. We have a vast healthcare community here and with the approval of the new medical school at the University of Texas Rio Grande Valley, I believe I can be of great help to both seasoned and new physicians. I believe being listed on your website can help bring exposure not only to my firm but also to fee-only financial planning in a community that has few fiduciary resources.