

Advertising Partner Application

Thank you for applying to advertise with The White Coat Investor. We pride ourselves on connecting our community with the good companies of the financial industry. If that's not your company, don't waste your time:) All partners must be approved before interacting with our community. Please fill out the application below.

Email *

What is your name? *

Ethan Gilbert

What is the name of your firm? *

Rialto Wealth Management

What is the address of your firm? *

126 N Salina St. STE 404 Syracuse, NY 13202

What is the best email for clients to contact you? *

egilbert@rialtowealth.com

What is the best phone number for clients to contact you? *

3154302465

Please provide the link to your website. *

<https://www.rialtowealth.com/>

How many years has your firm has been in business? *

1

What designations do you have? Check all that apply.

- CFA
- CFP
- ChFC
- CLU
- CPA
- PFS
- EA
- MBA
- BS or MS in a related field
- MD or DO
- Other:

Have you had any events in the past that are reportable to regulatory agencies? *

Yes

No

Have you had any events in the past that are reportable to regulatory agencies?

Please describe the events that were reportable to regulatory agencies IN DETAIL. *

Lawsuits

Have any of your former clients sued you? *

Yes

No

Have any former clients sued you?

What was the outcome? Please explain IN DETAIL. *

Lawsuit Info

Are you currently involved in a lawsuit by a client or former client? *

- Yes
- No

Are you currently involved in a lawsuit by a client or former client?

Please describe the lawsuit with details. *

Application

What are you applying for today? *

- Financial Advisor Listing/Advertising
- Insurance Listing/Advertising
- Tax Strategist Listing/Advertising
- Real Estate Company Listing/Advertising
- Physician Mortgage Lender/Advertising
- Legal Services/Advertising
- Retirement Account Listing/Advertising
- Student Loan Services/Advertising
- Other

Retirement Account Listing/Advertising

What is the AUM fee? *

.....

Financial Advisory Listing/Advertising

How many years of financial experience do you have? *

9

.....

How many years of experience do you have with financial planning or investment management for individuals? *

6

.....

How many physician clients do you work with? *

21

.....

Who is your ideal client? *

High income professional committed to building wealth slowly

.....

Please provide the link to your ADV2 if applicable. *

<https://reports.adviserinfo.sec.gov/reports/ADV/319411/PDF/319411.pdf>

.....

What services do you provide? *

- Financial Planning
- Investment Management
- Student Loan Management
- Tax Strategizing
- Estate Planning
- Contract Reviews
- Workplace Retirement Plans
- Insurance

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: _____

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 charge an AUM fee on the following schedule:

First \$1,000,000 0.75%

Next \$4,000,000 0.55%

Next \$5,000,000 0.35%

Above \$10,000,000 0.20%

With \$100,000 - \$750

With \$500,000 - \$3,750

With \$1,000,000 - \$7,500

With \$2,000,000 - \$13,000

A single engagement comprehensive financial plan is \$2,000

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?

We do not, 0%

Do you consider yourself a fiduciary? *

Yes

No

Do you routinely sign a fiduciary agreement with clients? *

Yes

No

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. *

We do not. We view that as market timing and we do not believe in timing the market.

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

Yes

No

Do you pick individual stocks for clients? *

Yes

No

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

Almost always one should never be purchased. You can accomplish the same goal in a better way without a cash value life insurance policy. If a physician has owned one for several years, it may make sense to keep it.

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?

Yes

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 extremely important. The future of the market is uncertain to everyone, but fees are a certainty.

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

- Vanguard
- DFA
- Bridgeway
- iShares
- Other: Schwab, SPDR

Do you routinely engage in tax-loss harvesting for clients in their taxable accounts? *

- Yes
- No

How many clients have you helped with the backdoor Roth IRA in the last year? *

27

Please provide anything else that you would like WCI to take into consideration with regards to your application?

We are big fans of the podcast and the books, especially the most recent one regarding asset protection.

Insurance Listing/Advertising

How many years of financial experience do you have? *