

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 *

stephan@scholarfinancialadvising.com

What is your name? *

Stephan Shipe

What is the name of your firm? *

Scholar Financial Advising

What is the address of your firm? *

4009 Clarendon Ave, Winston Salem NC 27106

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

Stephan@scholarfinancialadvising.com

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

336-360-6833

Please provide the link to your website. *

Www.scholarfinancialadvising.com

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

3 years

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: PhD in Finance

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? *

10

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

4

How many physician clients do you work with? *

Varies by year. About 25 so far in 2022.

Who is your ideal client? *

A DIY investor who doesn't want to pay AUM but wants advice

Please provide the link to your ADV2 if applicable. *

<https://www.scholarfinancialadvising.com/ADV-brochure/>

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. *

.....
\$350/hour. Project fees are based on complexity generally between 8-20 hours for a full financial plan.
.....

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?

Absolutely no commissions

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. *

No. Asset allocations are meant to have a long term focus. Allocations change when the underlying assumptions of the client change, not 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?

No, because of my background I have analyzed many types of permanent life insurance policies for clients and academic purposes. I have yet to find one that I would recommend over the alternative.

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? *

I do not recommend actively managed funds. If a client wants to invest in individual stocks or actively managed funds, I recommend that they hold no more than 10% of their portfolio in these holdings and explain the risks and academic research that shows this does not historically have a higher return to risk ratio than the comparable indices.

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

I choose low cost index funds to match different asset class exposures. Unless there are constraints in portfolio choices (such as a mix of bad 401k options), I avoid high expenses ratios, loads, and actively managed funds.

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

- Vanguard
- DFA
- Bridgeway
- iShares
- Other: Fidelity

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? *

Most of my clients use back door Roth IRA (or mega) contributions. 50+

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

I am a finance professor at Wake Forest University and my research area is in investor behavior and investor advisor conflicts of interest. I worked with the state of Massachusetts on new regulation related to the disclosure of investment advisor fees. I truly believe individuals should handle their own finances and that the finance industry is riddled with conflicts of interest. I believe that charging an hourly rate for financial advice (much like a law firm or CPA firm) is the best way to eliminate as many conflicts of interest as possible and provide advice to people who may not have (or want) access to an AUM advisor due to low investable assets. Many of my clients have mentioned this site as their motivation to find me, so advertising here seems like a natural fit.

Insurance Listing/Advertising

We are currently not accepting new life and disability insurance partners.

How many years of financial experience do you have? *

How many years of experience selling life and/or disability insurance do you have? *