

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 *

elena.helgiu@formefinancial.com

What is your name? *

Elena Helgiu

What is the name of your firm? *

Forme Financial

What is the address of your firm? *

30 Cooper Square, New York NY 10003, 10th floor

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

hello@formefinancial.com

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

(914) 417-4556

Please provide the link to your website. *

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

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

We have been in business 22 months

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: CWS®, AAMS®,

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? *

Across our team we have over 100 years of financial experience

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

Our advisors have over 100 years cumulative experience in financial planning. Our Senior Advisor and Managing Director, Myhanh Hoskin, CFP®, CWS®, AAMS®, brings 30 years of experience from Charles Schwab, where she managed \$1b in assets. She now exclusively works with physicians in mid-to-late career stages, especially where they are preparing for full or partial retirement. Our Advisor, Matthew Martin, CFP®, was also previously at Schwab but now specializes in working with resident and early practicing physicians specifically, especially as they prepare for and adjust to their first jobs as attending physicians. Our CEO, John Clendening, was the former CEO of Charles Schwab Bank. Our Chief Wealth Officer, Bill Martin, CFA, was the former CIO of INTRUST Bank where he oversaw more than \$7b in assets on a fiduciary basis. Bill also serves on the Advisory Board of Kansas State University's Personal Financial Planning Program, which is consistently ranked among the top five programs in the country.

How many physician clients do you work with? *

We have approximately 100 physician clients, representing 90%+ of our client base. We are anticipating this number to be around 500 physician clients by the end of 2023.

Who is your ideal client? *

A physician at any career stage, from training to retirement

Please provide the link to your ADV2 if applicable. *

<https://adviserinfo.sec.gov/firm/summary/316933> Per regulatory requirement, Forme Financial's annual ADV amendment will be filed by 3/31/23

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 offer a flat fee product, the Physician Wealth Diagnostic, for \$5,000. The Wealth Diagnostic acts as a second opinion on financial health and wellness, and provides physicians with a step-by-step guide on how to implement improvements in Career, Tax planning, Investments, Insurance, Estate planning, Cash management, and Debt management. We provide the client with the playbook and estimated impact of implementing these changes - our goal is to deliver 5x the cost of the diagnostic in identified opportunities. This offering is ideal for someone that is managing their own finances and is looking for fresh ways to improve their financial outcomes.

We also offer an asset-based payment structure. Our standard advisory fee is roughly 1.1% for assets between \$500K and \$1M, given that we bundle all services (including tax prep, tax planning, investment management, contract review, and estate review) into this fee. However, for our White Coat Investor partnership, we will exclusively drop our asset-based fee to 0.95% for assets between \$100K and \$2M. Above \$2M we will offer an additional 10% discount, bringing our net fee to 0.90% or less. We strongly believe in WCI's advocacy for physicians to aggressively take control of their finances, and we want to support this mission.

Please note that with all of our services, we provide a satisfaction guarantee. If a client is not satisfied with us for any reason, we will provide a full refund of our fees.

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

Because we aim to help physicians at all stages of their career, we don't have a minimum asset requirement. The minimum annual fee to take advantage of our services is \$2,400 for practicing physicians and \$1,200 for resident physicians.

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

We do encounter insurance needs when working with clients and where these arise with WCI members, we are happy to refer those back to the WCI insurance program. Also, our advisors are not paid commissions. Rather, they are paid a base salary with bonuses based on client satisfaction.

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, we do not use tactical allocation for our investment strategies. We use long-term capital market assumptions to build optimized allocation strategies. At the client level, we use asset location and automated tax loss harvesting strategies to improve after-tax returns of our physician clients.

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, we do not hold this belief. Here are four reasons why: 1) Physicians have better use for their money, 2) Whole life insurance has low returns, 3) The poor returns on whole life insurance are heavily front-loaded, 4) Life changes, but whole life insurance doesn't.

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?

Less than 10% - we selectively use First Trust actively managed ETFs for specialized fixed income exposure to complement core fixed income exposure.

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

Fees are known and controllable. They also are inversely correlated to long-term performance. Accordingly, we focus on minimizing investment costs for our clients.

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

- Vanguard
- DFA
- Bridgeway
- iShares
- Other: StateStreet, First Trust, Schwab

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? *

As a matter of course, we proactively review backdoor Roth IRA opportunities with every practicing physician client. We use technology to illustrate the benefits of this approach and execute on this strategy when appropriate. Approximately 50% of client households have a Roth IRA in place, and for all with existing IRA balances, we explore tax effective ways to do Roth Conversions over time so we can eventually help them take advantage of backdoor Roths.

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

Forme Financial was built exclusively for physicians to help improve their financial health and wellness. Prior to launching Forme Financial, we spent over 2 years researching physician's financial needs and pain points, including interviews with hundreds of physicians at all stages of their career.

We strongly believe that Forme Financial offers unique services that a traditional financial advisor does not, including a true 360 degree financial overview and state-of-the-art proprietary technology that helps physicians connect with their advisor more frequently and conveniently. In fact, over 71% of our users log in to our app weekly to get things done, triple the industry average.

We are a fiduciary. Our advisors are not paid on commissions but rather client satisfaction. One of our firm's core values is client centricity - the duty of client loyalty and care is paramount to us.

We are outcomes-oriented and have achieved amazing results for our physician clients: in 2022 we saved physician clients an average of \$77,000 on taxes from tax transition, asset location, and tax loss harvesting.

In support of our mission to financially liberate physicians, we are passionate about providing physician financial education. We've built a physician advisory council of leading physicians across career stages, practice settings, and specialties. Our educational services span investing, career advisory, tax planning and preparation, insurance education, estate planning, debt management, and cash management, all with a physician-specific lens.

We are proud to say that clients rave about our services! 100% of clients would recommend us to other physicians. We are happy to put you in touch with references.

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? *
