

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

Personal and Firm Information (7/2023 Update)

Your Name: Chad Chubb, CFP®, CSLP®

Name of Firm: WealthKeel LLC

615 Channelside Drive, Suite 207, Tampa, FL 33602

Advisory Services and Financial Planning offered through Vicus Capital, Inc., a Federally Registered Investment Advisor. Registered Representative offering securities through Cetera Advisor Networks LLC, member FINRA/SIPC. Cetera is under separate ownership from any other named entity.

Insert link to your website: <https://wealthkeel.com/>

Insert link to your ADV2: We utilize an independent federally registered investment advisor (Vicus Capital) for our RIA support ([ADV Part 2A](#)). Personal ADV 2B is [attached here](#).

Which services do you provide:

Financial Planning

Investment Management

Both- Yes.

Other services (please list): Student loan planning is included with all financial planning, and we also offer project specific advice (one-time plan builds). Any past clients are welcome to circle back for hourly advice as well.

Years of financial experience: 12

Years of experience with financial planning or investment management for individuals: 12

Years your firm been in business: 12 – Independent advisor since July 2011, and WealthKeel LLC was established in April 2015.

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

CFP – Yes.

BS or MS in finance related field- Bachelor Degree in Finance from Penn State Smeal College of Business.

Other (please list):

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

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- \$300/hr, but we will provide a flat-fee once we know the scope of your project.

Annual retainer- Yes (Billed as a flat-fee monthly)

AUM Fee- No, but you can use your AUM to pay for all or a portion of the annual flat-fee (billed monthly).

Other (Please list):

How much do you charge? Our straightforward flat-fee structure is listed below. We do not have any asset minimums, we do not use AUM, and financial planning includes investment management.

One-Time Plan Creation Fee:

- Delegators (Plan Creation + Ongoing Financial Planning and Investment Management): \$3,000
- Do-It-Yourselfers (Plan Creation Only): \$7,000

Ongoing Flat-Fee Financial Planning & Investment Management:

- Residents & Fellows: \$500 per month
- Attendings: \$700 to \$1,500 per month

[Diagram for WealthKeel's Flat-Fee Structure.](#) No AUM fees.

[WealthKeel One-Pager](#) includes an overview of our planning process, service offerings, transparent pricing, and ongoing service calendar.

What is the minimum amount of assets required for you to take a client? No minimums.

If you receive payment for insurance product commissions, what percentage of your business revenue do they make up? We do not sell insurance products.

Do you consider yourself a fiduciary? Yes, CFP and Series 66.

Do you routinely sign a fiduciary agreement with clients? Yes, it is built into all new planning agreements.

Investment Philosophy

Do you use tactical asset allocation? If so, please explain your process.

No, unless a client requests it and their net worth is supportive of the strategy. Most of our portfolios use strategic allocations (Modern Portfolio Theory) and bond ladders when needed (usually soon-to-be retirees).

Do you believe you can time the market sufficiently well to beat a comparable low-cost index fund after fees? No, the markets are efficient, and the investor is usually the inefficient one which is why we believe in comprehensive financial planning, matching risk tolerance to goals, and helping you through both the good and bad times that the market will undoubtedly provide.

Do you pick individual stocks for clients? No, we do not pick stocks. If a client prefers individual stocks or has a concentrated position(s) in certain stocks, we have an investment team that will suggest individual equities and strategies (options for concentrated positions) for their portfolio(s).

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? Usually, none. However, if a client prefers active over passive, or their net-worth supports a certain percentage of funds allocated to these strategies.

What role do fees play in your selection of individual investments? A huge role, they are monitored very closely and reviewed with clients for both internally managed accounts and outside investment accounts (401k, 403b, 457b, etc.).

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

We use numerous fund families. We do use Fidelity as our primary custodian, and most portfolios contain a mix of fund companies (Vanguard, iShares, Fidelity, SPDR, PowerShares, DFA, etc...).

Vanguard-

DFA

Bridgeway

iShares-

Other (Please list):

Do you routinely engage in tax-loss harvesting for clients in their taxable accounts? Yes, when applicable, it is an important part of financial planning and investment management.

Physician Specific Issues

How many physicians and/or dentists are you currently advising? (i.e., managed assets of or met within the last year): As of July 2023, 91 ongoing physician households. With ten families on our November 2023 waitlist and four families on the March 2024 waitlist. We also complete 5-10 one-time plans for physicians each year as well.

What do you feel is your biggest value-add for a doctor? Many of our physicians are between the ages of 30-50 with a young family and are delegators looking for ongoing financial planning and investment management, someone to turn to for all their questions, and someone to keep them on track, both today and for the long-term. We understand our physicians' lives and their practices. We work with residents and fellows to form good habits and develop debt management strategies early on. We work with new attendings to help prioritize cash flow, saving and debt management after their big jump in income. We help mid/established-career physicians think about possibilities and the potential for FIRE (early retirement), or lowering their hours.

We are fiduciary CFPs offering flat-fee financial planning and investment management to physicians and their families.

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? Yes, very qualified. Two of our lead planners have the CSLP designations (Certified Student Loan Professional).

How many clients have you assisted with a Backdoor Roth IRA in the last year? Nearly 100% of our households complete Backdoor Roth IRAs each year. For our retired physicians who can not complete Backdoor Roth IRAs (no earned income), we will work on our Roth conversion strategy at that time.

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- Yes, we use all the accounts listed.

Others (Please list):

What steps do you proactively take in a market downturn to improve investor behavior? At the start of every new relationship, we tell our clients we will go through numerous market ups and downs. We can't control the markets, but you can control how much you save and that is the most crucial factor. Keep investing no matter what the market is doing. Bear markets will happen again (and again), let's have a strategy in place and control your emotions. We will get through it!

Anything else that you would like me to take into consideration with regards to your application? (Attach additional documentation as desired)- Nothing additional

Our [WealthKeel blog](#) and [YouTube channel](#) are built to educate the physician community.