



11 Key Questions (and Answers) about Petrovic Financial Services

Good Questions to Ask When Interviewing a New Advisor

#1. What are your experience and credentials?

Our four financial planners have a combined 68 years of industry experience. We have three CFP®s (Certified Financial Planner™). CFP®s have completed university-level financial planning coursework and must pass a 10-hour comprehensive examination covering insurance, tax strategies, retirement planning, estate planning, and investments. They must also have at least three years of full-time financial planning-related experience. To maintain the designation, CFP® professionals must complete 30 hours of continuing education every two years. The CFP® designation is the ‘gold standard’ in the financial planning industry.

Alex Petrovic III, CFP® is the president and owner of Petrovic Financial Services. He is a Certified Financial Planner™ professional and NAPFA registered financial planner with nearly 15 years of experience and is a third-generation financial advisor. Within the past five years he was chosen to be the successor for two long-time Kansas City advisors and formed his own firm. Alex was born in Kansas City and graduated magna cum laude from Truman State University with a Bachelor of Science in finance and a minor in economics.

#2. What types of clients do you typically work with?

We work with a range of clients from business owners, executives and professionals to young professionals and retirees.

#3. What services do you offer?

We are a full-service financial planning and investment management firm. Specifically, we offer the following services:

- Investment management (including managing clients’ 401ks)
- Retirement planning
- Tax strategies
- Estate and charitable planning
- Education planning
- Business succession
- Corporate benefits planning
- Executive compensation planning (stock options, restricted stock and deferred compensation)
- Insurance planning (life, disability and long-term care)

Fee Only Comprehensive Financial Planning and Investment Management

4200 Somerset, Suite 217, Prairie Village, KS 66208 | 913.385.5523 | PetrovicFinancial.com

#4. How are you compensated? And what does ‘fee only’ mean?

Fee only advice is advice which is paid for by the client rather than commissions from an outside party. PFS is a fee only firm, and we do not accept commissions from product sales, such as life insurance or annuities. We are compensated by fees our clients pay us for our objective advice and services. We do not get paid more if we recommend investment A versus investment B. We do not get paid more if we recommend that you purchase insurance.

Specifically, we charge a percentage of your assets under our management. We also sometimes charge an upfront fee and/or an annual financial planning fee depending on the situation. We provide all our clients with continuous, on-going investment and/or financial planning services. We do not provide hourly services. Our fee schedule and services are listed in detail on our website and are thoroughly discussed prior to hiring us. All our services and related fees are detailed in our Investor Agreement, the agreement we and our clients sign to engage us.

#5. What ethical and legal standards are you held to?

Financial advisors are held to one of two standards: the fiduciary standard or the suitability standard. The fiduciary standard, which we have always embraced, requires that we always make recommendations in your best interest and we disclose conflicts of interest.

The suitability standard, which commission-based advisors are most often required to observe, requires that the investments being recommended to you must be suitable, but it does not mean you will pay the lowest commission or that the recommendation is in your best interest. Some or all of a broker’s income may be dependent upon steering their clients to a limited slice of the thousands of financial products available.

Lastly, Alex has signed NAPFA’s Fiduciary Oath. Please see [PetrovicFinancial.com/Fiduciary-Difference](https://www.petrovicfinancial.com/fiduciary-difference).

#6. Have you ever been publicly disciplined for any unlawful or unethical actions in your professional career?

No. None of our financial planners have been disciplined for any unlawful or unethical actions. We recommend searching for the disciplinary history of the advisor/firm you are interested in hiring on two websites: for SEC registered investment advisors like us (<https://www.adviserinfo.sec.gov/IAPD/default.aspx>) and FINRA Broker Check (<https://brokercheck.finra.org/>).

For answers to more questions, please visit [PetrovicFinancial.com/FAQ](https://www.petrovicfinancial.com/FAQ).

#7. Who will I work with? How often will we meet?

Alex Petrovic, CFP® is the senior advisor for every client, and every client is also assigned to a financial planner. Since we utilize a team approach, both Alex and the financial planner will prepare for and attend your meetings. We believe more eyes on your financial plan and investments is a good thing!

In the first year of our relationship, we usually have 2 to 4 meetings to fully understand your financial situation, develop an implementation plan for your investments, and, if applicable, begin working on specific financial planning issues. After the first 12 months, we'll typically meet with you once or twice a year.

#8. Do you provide client references before we decide to hire your firm?

Absolutely! While it's true we are not likely to suggest someone, who would speak negatively about us, there is a lot you can uncover by speaking to two or three of our long-term clients. You will find out what we do, and what we do not do. You can ask a client reference what they like best and least about our team.

#9. What is the size of your firm?

We have a team of seven. Three of our team members are CFP® professionals specializing in different aspects of wealth management. All our team members have different prior work experiences - with insurance companies, employee benefit companies, mutual fund companies, and financial advisory firms. That means we harness a huge resource for you when we work on your investments, your retirement plans, employer benefits and tax strategies.

#10. How do you manage your portfolio?

We manage your money via our Investment Committee combining years of experience with deep knowledge, to drive our decisions. We believe that a collection of minds is superior to any one person's opinion or belief. Our investment philosophy is research driven and focuses on balancing performance, risk and the cost of investing.

#11. Where will my assets be held?

The independent custodian for clients' accounts is Raymond James, a financial services firm founded in 1962 and headquartered in St. Petersburg, Florida. Raymond James serves two primary roles. As a custodian of your accounts and as an excellent resource for us. Raymond James provides many resources to our firm, giving us the knowledge and expertise of a large national firm. They have investment experts in mutual funds and stocks. They also have a dedicated group of CFP®s, attorneys, CPAs and insurance experts that we can utilize for complex client cases.