

A Guide to Understand Types of Financial Providers

A Guide to help you
navigate the different
services available and
how to find the right
one for you.



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Guide Intro

Hi, I am Debra Ohstrom, CFA a financial educator. I have worked in the financial Industry for over 25 years at firms such as Merrill Lynch, Morgan Stanley and Allianz Global Investors. I now have my own firm and website educating and empowering women to be in charge of their financial wellness and create a future that they desire.

There can be a lot of jargon in the Financial Industry and it's difficult to navigate on your own.

I made this guide to help women understand many of the differences in service providers and how to find the right person to help them with their goals.

All of this information is for educational purposes only.
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Different Types of Service Providers: Coaches, Planners & Advisors

Financial Coaches -

Usually have a specific focus to help you around a money issue or goal.

- Budgeting & Saving,
- Financial issues around Divorce
- Investing Education (like me)

These are just a few and many Coaches charge Flat Fees or Hourly rates.

Financial Planners -

A focus on income and expense budgeting and forecasting. They may forecast into the future so you have a plan to reach your future lifestyle and retirement goals. This can include scenerio analysis as well. Many have a CFP designation which is a highly respected certification (Certified Financial Planner)

A Financial Plan could cost \$500 to \$5,000 depending on complexity.



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Financial Advisor -

Manages your money for a fee which can depend on the firm they work for. It can be collected as a commission from your account through the investment structure like a Mutual Fund or as a fee to your account as a % of assets that they manage for you. As a general range many financial advisors charge from 1% to 1.5% depending on the size of your account.

Sometimes Advisors will offer financial plans as part of their service so it can get confusing. If you only want a plan or a coach then make sure you ask questions to understand all the services being provided and fees charged.



Questions to ask when looking for an Advisor

1) HOW OFTEN WILL WE MEET EVERY YEAR?

2) WHAT OTHER TYPES OF DECISIONS CAN YOU HELP ME WITH DURING THE YEAR (CAR OR HOME BUYING)?

3) DO YOU HAVE ANY CLIENT REFERENCES?

4) DO YOU HAVE ANY SINGLE FEMALE CLIENTS?

5) HOW LONG HAVE YOU BEEN AN ADVISOR?

6) HOW DO YOU GET COMPENSATED?

7) DO YOU CREATE A WHOLISTIC FINANCIAL PLAN BEFORE WE DECIDE ON INVESTMENTS?