



MILESTONES

FINANCIAL PLANNING, LLC

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FREQUENTLY ASKED QUESTIONS about MILESTONES FINANCIAL PLANNING, LLC

Q: What exactly is a CERTIFIED FINANCIAL PLANNER™?

A: As a CFP®, I've passed a comprehensive two-day exam certifying that I am competent to advise clients in the following areas:

- ☞ Estate planning
- ☞ Risk management (insurance consulting)
- ☞ Investments
- ☞ Retirement planning
- ☞ Income taxes and tax planning
- ☞ General financial planning

I have also been tested in the regulations that I must abide by to maintain my license. I am required to obtain 30 hours of continuing education (“CE”) every two years, but I typically get about twice that amount. Because I am a CPA and have been advising clients in most of these areas for over 20 years, becoming a CFP® was all about adding another level of competence to serve my clients better. By understanding the relationship between taxes and estate planning, for example, I am well qualified to help clients design estate plans and work in conjunction with their attorneys in drafting wills and trusts.

Q: In the past, I've gotten a financial plan for free from my stockbroker. Why should I pay for a plan?

A: Often, investment firms use the financial plan as a free incentive to get a client to move their investments to them. The expression “you get what you pay for” has never been more applicable. The commissions earned from your investments far exceed the cost of preparing a “one size fits all” plan.

Q: So how is a plan from Milestones any different?

A: Financial Life Planning is what I specialize in. I sell no commission-based products, but work to prepare a plan that will be a touchstone you use for the rest of your life. By working independently of any products I recommend, your best interests and mine are in alignment. When your plan is finished, I will work with you to monitor your plan to adjust as needed so that you will have the best chance of success.

Q: What is Financial Life Planning?

A: As one of the few Registered Life Planners in the United States, I have trained under George Kinder to help clients integrate “money and meaning”. (See “History of Life Planning” below.) As a Financial Life Planner, you are my client, not your money. We actually begin by taking a step back from your money using four to six structured Life Planning meetings. Life Planning uses a series of questions that ask you to explore your hopes, dreams, and longings. (When a couple is Life Planned, each person answers his/her own set of questions.) Once you have defined your desires, we work together to craft a “Torch Statement” using Kinder’s “E.V.O.K.E” method. Your Torch Statement brings money together with your deepest longings – the wishes that money may not be able to buy, but that will bring you inner peace, happiness and serenity when fulfilled.

Q: What if Life Planning doesn't work for me?

A: Our first meeting is complimentary to you because it is critical for you to learn about the process in order to make an informed decision. If I do not think that you will be well-served by Financial Life Planning, I'll tell you so. We offer an unconditional money-back satisfaction guarantee so if you're not satisfied with Financial Life Planning, I'll gladly refund your money.

Q: Ok, then, who is a good candidate for Financial Life Planning?

A: Believe it or not, you don't have to be wealthy – or even have money to invest. Financial Life Planning is appropriate at any age. Events such as an upcoming retirement, divorce, marriage, an inheritance, or the need to create a will sometimes lead to a phone call. If you are married, both spouses should participate. I prefer *not* to take on clients in the following situations:

- Where substance abuse is an issue
- When one spouse wants to hide information from another
- Where professional help (therapy, counseling) should be sought first

Q: What kind of a plan do I get from you?

A: You will get two plans. First, you'll receive your Torch Statement outlining your Life Plan. Some people think of it as a bucket list, but it is much more than that. Your Torch will help you to stay on target to reach your dreams. Since life can be unpredictable, we will modify your Torch as necessary, but the essence of who you are and what you want for your life will always be there. Your Torch may involve relationships, dreams you had given up on, your career or your education. As we begin to implement your Torch statement, we'll prepare the financial plan to make your Life Plan possible.

Q: Isn't this like therapy?

A: We try to stay far away from therapy and let the trained professionals do their job. As a Financial Life Planner, my focus is looking to the future, not the past.

Q: What if I just want you to manage my investments?

A: That's how some clients start out with Milestones. I personally manage clients' investments on a fee-only basis using no-load mutual funds. Please ask for a copy of our Fee Schedule for more information.

Q: How confidential is the information you get from me?

A: In 30 years of practicing as a CPA, I have developed very strict privacy policies. At Milestones:

- We are a paperless firm, which means fewer documents with your information lying around
- We back up to a secure, accredited offsite server on a continual basis for your security
- We don't share your financial planning information with colleagues in our sister CPA firm without your permission
- We adhere to a Code of Ethics that further protects your privacy
- We also abide by a separate Privacy Policy

Q: How do the meetings work?

A: Meetings generally take place in the Milestones offices and last from 1-1/2 to 2 hours per meeting. After-hours appointments are available. Depending upon the complexity of your (and, if applicable, your part-

ner or spouse's) situation, the process should take from three to six months with meetings every two to three weeks. For clients needing an expedited time frame, we can condense the process into several meetings over the span of two to four weeks.

Q: What if I live out-of-town?

A: Financial Life Planning is generally done face-to-face, but a Registered Life Planner may not be located in your area. If we are unable to refer you to a Registered Life Planner near your home, it is possible to work long distance after the initial meeting which must be in person and will last approximately 1/2 day.

Q: How much does this cost?

A: Brace yourself: Financial Life Planning will cost you **NOTHING**. How is this possible? Because I guarantee that the plan we create will save you at least as much as what you pay, or give you as much value in a richer, fuller life, or you will get a refund. Our minimum fee is \$2,500 but may be adjusted for special circumstances and at our discretion. We use Fixed-Price Agreements (“FPA’s”) at Milestones. A FPA means no surprises: your total cost is determined in advance so you can budget your payments. No matter how long we talk or how many times we meet to prepare your Financial Life Plan, you will not receive another invoice. Your FPA is customized to meet your specific needs. In addition, Financial Life Planning clients who use us for investments qualify for reduced asset management fees. Please see our Fee Schedule for more information.

Q: Are there any alternatives to the comprehensive plan?

A: We have a couple of options: one is the Personal Financial Overview, which is an abbreviated financial planning process. You can also get financial advice for a specific situation, such as estate planning, at hourly rates.

Q: What is a “fee-only” financial planner? If you don’t sell insurance, how do I get that done?

A: A fee-only financial planner is compensated solely by the client. That means that I don’t receive any compensation that is contingent on the purchase or sale of a financial product. That aligns my interests with yours so you know I am working for you alone. As a CPA and CFP®, I am uniquely qualified to know qualified professionals with high integrity. Whether you need life insurance or a good estate attorney, I can provide you with the names of professionals that I personally use. I get no compensation from these advisors. My only incentive in sending business their way is to make sure that you get the best advice and service possible.

Q: What happens after I get my financial life plans?

A: Your contract is for one full year. I will continue to monitor your plans and meet with you to make adjustments until your contract ends. Because Financial Life Plans tend to change with changes in my clients’ circumstances, I offer ongoing monitoring of your Life Plan and Financial Plan for a separate annual fee. We will discuss your options at the completion of your engagement.

Q: Can I get referrals of clients who have gone through the process?

A: Of course, all client information is strictly confidential, but we can provide you with contact information for clients who have agreed to serve as references.

We welcome any other questions you might have. Please call our office at 270/247.0555 and ask for Michelle or Johanna.

HISTORY OF LIFE PLANNING

George Kinder is the father of the Life Planning movement among financial planners. When he became a financial planner in the 1980s, he realized that clients came to him wanting more than how much money they needed for retirement. He came to define success as finding the way to have clients have a healthy relationship with their money, and then helping them discover how to be genuinely happy living fulfilled lives doing what they were born to do. What he found was that a client's wealth had little to do with happiness and everything to do with living their lives purposefully. He developed the Life Planning method to help his clients go through this process and many lives have been changed as a result. He now trains financial planners worldwide to implement Life Planning. See www.kinderinstitute.com for more information.