



Questions to ask a Financial Advisor

Before entering a relationship with a Financial Advisor, you may want to ask the following questions. We offer our answers below.

What's your definition of a financial planner?

A financial planner is a fiduciary at all times who works with clients to develop solutions to problems, answers to questions, and live a fulfilling life with peace of mind.

What are your qualifications?

Brian O'Neill is a Certified Financial Planner Professional (CFP®), an Enrolled Agent (EA), and a Military Qualified Financial Planner (MQFP®).

How do you get paid?

Winged Wealth is only paid by its clients and does not sell products such as insurance.

Are you "fee-only" or "fee-based"?

We are fee-only. Fee-based is a slippery term used when a financial professional accepts referral fees and commissions for sales of products such as insurance and annuities.

How much should I expect to pay you per year?

Our firm's current hourly rate is \$350. Project fees for one-time engagements start at \$5,000. Annual fees for ongoing financial planning and investment management start at \$5,000 for single clients and \$6,000 for couples. Our advisory disclosure brochure, which [you can find here](#), provides more information about our fee structure.

What kind of clients do you normally work with?

Our firm primarily works with active, reserve, guard, and veteran families. We have some clients with little to no military connections and will happily serve any family we are the best fit for.

Do you have any limitations?

Our firm has deep expertise in financial planning for military and veteran families. We do not practice law, prepare taxes, or perform accounting services. We help families with estate planning and interface with their chosen attorney or legal service. We have deep tax expertise to perform short-term and long-term tax planning and interface with clients' tax professionals. We also help clients with small business and self-employment planning.





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Will you review my tax returns?

Frequently. We haven't found a financial issue that doesn't have tax ramifications. Helping you suppress your lifetime tax bill is a cornerstone of our services.

How often should we speak to each other?

Our initial process consists of approximately 6 meetings. Once we build your financial plan, our annual service calendar consists of three yearly meetings. We do not limit phone, e-mail, text, or ad hoc meeting engagements throughout the year.

What Is Your Investment Philosophy?

We believe in passive index investing, time in the market rather than timing the market, suppressing costs and taxes, and the value of broad diversification.

Are you a member of any fee-only financial associations?

Yes. Brian O'Neill is a member of NAPFA, XYPN, the Military Financial Advisor Association (MFAA), and the Fee-Only Network.

Do You Require a Specific Minimum Investment?

No. We do have minimum fees, but we will help families at any level of investment. If we're not the best fit, we're happy to recommend other excellent firms and resources.

Do You Have Any Disclosures on Your Record?

No. But you can verify any registered advisor [here](#).

What Extra Costs Should I Be Aware Of?

We believe our fees are very transparent. We also encourage clients to talk to us about our fees at any time. Some clients will choose to engage an outside attorney or tax professional, so those fees might be considered extra costs that arise from financial planning. Our investment methodology rarely generates any transaction fees, but those are controlled by our custodian, Charles Schwab.

How Often Do I Need to Review and Update My Financial Plan?

We believe planning is the secret sauce, not a static plan. We update clients' planning as we work together throughout the year, but we memorialize the plan as it is at least once a year.

How will you consider assets you aren't directly managing?

Many clients prefer to manage their own assets with our advice. While we think we provide great value with our investment management, we will give our best advice on a client's whole financial picture.

