

CENTER FOR DUE DILIGENCE
P.O. Box 8
Western Springs, IL 60558
Phone: (630) 662-0284 Fax: (630) 662-0286

E-mail: CFDD@TheCFDD.com

Web: <http://www.TheCFDD.com>

ERISA ADVISOR EVALUATOR
PROFILING QUESTIONNAIRE FOR RETIREMENT PLAN SPECIALISTS
(Select Criteria Should Be Completed By Individual, Team & Independent Firm Where Applicable)
(2/18/10)

PHOTO:

CONTACT INFORMATION FOR LISTED ADVISOR:

Advisor Name
Team Name
Independent Firm Name
B-D Affiliation
Address
City
State
Zip
Phone
Cell
Fax
Email
Website

ENTITY STATUS AS PRESENTED TO CLIENTS: (Select one.)

- Independent Solo Practice
 Team
 Independent Firm
 Wirehouse/B-D
 Independent Firm
 Solo Practitioner/Wirehouse or B-D Member

ENTITY STATUS DESCRIPTION: (Solo practice, team or independent firm. Do not include BD)

WHO IS THE RIA/INVESTMENT ADVISORY CONTRACT WITH? (Select one.)

- Advisor's Independent Firm
 B-D
 B-D Or Advisor's Independent Firm

WHAT IS YOUR AVERAGE PLAN SIZE?

	Advisor	Team
Assets	_____	_____
Participants	_____	_____

IF YOU OPERATE AS A TEAM, NOTE THE NUMBER OF IMMEDIATE TEAM MEMBERS: (Select one.)

- 0 - 5
 5 - 10
 10 - 15
 15+

IF YOU OPERATE IN A TEAM ENVIRONMENT, HOW MANY STAFF MEMBERS ARE ASSIGNED TO YOUR AVERAGE PLAN?

CRD #

FIRM CRD #

SEC FILE #

INSURANCE LICENSE #

For more information on the professional background of current and former FINRA-registered brokerage firms & advisors, visit FINRA's BrokerCheck at: <http://www.finra.org/Investors/ToolsCalculators/BrokerCheck/index.htm>.

To view the investment advisory firm's Form ADV, visit the SEC's Investment Advisor Public Search located at: http://www.adviserinfo.sec.gov/IAPD/Content/IapdMain/iapd_SiteMap.aspx. The Form ADV contains information about investment advisors and their business operations. The form also contains disclosure information about disciplinary events involving the adviser and its key personnel.

Insurance is regulated separately by each state. There is no central database that collects complaints against insurance agents, i.e., background checks are not available. To visit your state's insurance commission's website, go to: http://www.naic.org/state_web_map.htm. The state insurance sites are limited to the agent's name and licenses held.

The advisor's website may also be a good source of background and operational information.

REGISTRATION/LICENSING STATUS: (Select all that apply.)

- Insurance Licensed
- Insurance Licensed & Registered Rep
- Insurance Licensed, Registered Rep & IAR
- Registered Rep
- Registered Rep & IAR (Dually Licensed)
- IAR of Independent RIA

For IARs Only: (Employed by RIA Firms)

- IAR Registered By B-D
- State Registered IAR of an RIA
- SEC Registered IAR of an RIA
- SEC & State Registered IAR of an RIA

Pure RIAs With Institutional Business:

- Registered Principal
- Non-Principal Employee (IAR not required)

LICENSES: (Select all that apply.)

Securities Licenses:

- 6
 7
 63
 65
 66
 Other (List below)
-

Insurance Licenses: (Select all that apply.)

- Life, Accident & Health
 P&C
 Other (List below)
-

For more information on licenses and designations, see Appendix B of the CFP CERTIFICATION: Policies Renewal Requirements & CE Standards document located at: http://www.cfp.net/Downloads/RenewalCE1_06.pdf.

WILLING TO DO BUSINESS IN: (Select all that apply.)

- Northeast
 Southeast
 Upper Midwest
 Lower Midwest
 Pacific Northwest
 Southwest

INSURANCE & BONDING: (Checkmark.)

Do You Maintain E&O Insurance?

Yes No

Do You Maintain An ERISA Investment Bond On A Per Plan Basis?

Yes No

Do You Maintain Employee Dishonesty Insurance For Non-ERISA Clients?*

Yes No

*Applicable to advisors who provide non-plan level services.

ACADEMIC BACKGROUND: (Select all that apply.)

- HS
 - BS/BA
 - MBA
 - MS/MA
 - PhD
 - JD
 - Other (List below)
-

CERTIFICATIONS/DESIGNATIONS: (Select all that apply.)

Retirement Plans Related:

- AIF (fi360)
- AIFA (fi360)
- PRP (PlanSponsor Institute)
- CRPS (College for Financial Planning)
- QKA (ASPPA)
- QPA (ASPPA)
- CPC (ASPPA)
- QPFC (ASPPA)
- TGPC (ASPPA)
- MSPA (ASPPA)
- FSPA (ASPPA)
- RPA (Int'l Foundation of Education Benefit Plans)
- CRA (Int'l Foundation for Retirement Education)
- PPC (Financial Service Standards, LLC)
- ERPA (IRS)
- ARPC (Spark)
- ARPS (Spark)
- APR (NIPA)

Investments/Investment Consulting:

- AAMS (College for Financial Planning)
- CIMA (Investment Management Consultants Association)
- CFA (CFA Institute)
- CFS (The Institute of Business & Finance)

Participant Advice

- PPA (Dalbar)
 - CRPC (College for Financial Planning)
-

Insurance, Wealth Planning, Tax, Law, etc

- ___ CEBS (Int'l Foundation of Education Benefit Plans)
- ___ CPA (Certified Public Accountant)
- ___ CFP (CFP Board)
- ___ JD/Esq.
- ___ ChFC (The American College)
- ___ CLU (The American College)

Other: (List below)

For more information on designations and credentials visit:

<http://apps.finra.org/DataDirectory/1/prodesignations.aspx>.

PROFESSIONAL ORGANIZATIONS/MEMBERSHIPS: (List below)

AWARDS/RECOGNITION: (Include Immediate Team)

FOREIGN LANGUAGES: (List in order of fluency)

PROFESSIONAL EXPERIENCE:

Years Of Financial Services *Industry* Experience:

	Advisor	Team
0-5	_____	_____
5-10		
10-15		
15-20		
20+		

Years Of Employer-Sponsored *Retirement Plans* Experience:

	Advisor	Team
0- 5	_____	_____
5-10		
10-15		
15-20		
20+		

Years In *Current* Position:

	Advisor	Team	Independent Firm	BD
0- 5	_____	_____	_____	_____
5-10				
10-15				
15-20				
20+				

WHAT IS YOUR TARGETED MARKET?

	Advisor	Team
Micro	_____	_____
Small		
Mid		
Large		
Mega		

WHAT IS YOUR AVERAGE PLAN SIZE?

	Advisor	Team
Assets	_____	_____
Participants	_____	_____

PLAN EXPERIENCE:

	Core	<i>Advisor:</i> Some	None
Over - \$ 1 Billion	_____	_____	_____
\$500 - 1 Billion	_____	_____	_____
\$250 - 500 Million			
\$100 - 250			
\$ 50 - 100			
\$ 10 - 50			
\$ 5 - 10			
\$ 1 - 5			

	Core	<i>Team:</i> Some	None
Over - \$ 1 Billion	_____	_____	_____
\$500 - 1 Billion	_____	_____	_____
\$250 - 500 Million			
\$100 - 250			
\$ 50 - 100			
\$ 10 - 50			
\$ 5 - 10			
\$ 1 - 5			

RETIREMENT PLANS BOOK OF BUSINESS:

Retirement Plan Revenue As A Percentage Of Total Revenue: (Select one for each.)

	Advisor	Team	Independent Firm
50- 75%	_____	_____	_____
75-100			
100			

Retirement Plan Assets Under Advisement, Including Prior 3 Yrs Project Work: (Select one for each.) (Millions)

	Advisor	Team	Independent Firm
\$ 0 - 25	_____	_____	_____
25 - 50			
50 - 100			
100 - 250			
250 - 500			
500 - 1,000			
1,000 +			

Retirement Plan Participants Serviced, Including Prior 3 Yrs Project Work: (Select one for each.)

	Advisor	Team	Independent Firm
0 - 500	_____	_____	_____
500 - 1,000			
1,000 - 5,000			
5,000 - 10,000			
10,000 +			

Number Of Retirement Plans Under Advisement, Including Prior 3 Yrs Project Work:
(Select one for each.)

	Advisor	Team	Independent Firm
0 - 10	_____	_____	_____
10 - 25			
25 - 50			
50 -100			
100 +			

Retirement Plans Business By *Plan Type*:

	Advisor	Team	Independent Firm
	% Total Plans % Total Assets	% Total Plans % Total Assets	% Total Plans % Total Assets
DC	_____ _____	_____ _____	_____ _____
DB			
Not for Profit			
Higher Education			
K-12			
Religious Entity			
Healthcare			
NQDC			
Governmental			
Other			

OF TPA/RECORDKEEPERS YOU ARE EXPERIENCED WITH: (Select one for each.)

	Advisor	Team
0 - 5	_____	_____
5 -10		
10-15		
15+		

OF FULLY FUNDED PROGRAM PROVIDERS YOU ARE EXPERIENCED WITH:

(Select one for each.)

	Advisor	Team
0 - 5	_____	_____
5- 10		
10-15		
15+		

RETIREMENT PLAN SERVICES OFFERED: (Select all that apply.)

Services	Advisor	Team
Fiduciary Risk Management Oversight:	_____	_____
-Administrative/Investment Protocol		
-Plan Consulting/Review		
-Plan/Fee & Service Benchmarking		
Fee Transparency/Benchmarking Consulting	_____	
Investment Policy Statement Design	_____	
Manage/Lead Investment Committee Meetings	_____	
Plan Design Consulting	_____	
Compliance Consulting	_____	
Investment Consulting/Reporting	_____	
Custom QDIA Solutions	_____	
RFP Search/Vendor Comparative Analysis	_____	
Conversion Services	_____	
Vendor Oversight/Management	_____	
Participant Education/Communication	_____	
Enrollment	_____	
___ Individual		
___ Group		

	Advisor	Team
Participant Advice Solutions	_____	_____
___ One-On-One		
___ Outsourced		
___ Other		
Gap Analysis	_____	
Proactive DB Plan Consulting	_____	
Asset Allocation For DB Plans	_____	
Terminal Annuity Procurement For DB Plans	_____	
M&A Plan Level Services	_____	
Executive Compensation	_____	
Financial/Executive Planning Solutions	_____	
Other (List below)	_____	

INVESTMENT DUE DILIGENC/REPORTING TOOLS: (Select all that apply.)

- ___ Morningstar Principia
- ___ Morningstar Advisor Workstation
- ___ FiRM
- ___ Newkirk
- ___ Lipper
- ___ RPAG
- ___ Matrix
- ___ Fi360
- ___ PlanTools
- ___ Rogers Casey
- ___ Callan
- ___ Klein Decisions

- ___ Morningstar Direct
- ___ Zephyr
- ___ MPI Stylus Pro
- ___ MPI Stylus Web
- ___ MPI Stylus RIA
- ___ Ibbotson EnCorr

___ Other (List below)

ERISA FIDUCIARY ROLE/SERVICES YOU MAY BE WILLING TO ACCEPT IN WRITING: (Select all that apply.)

- Plan Level
- Participant Level Advice
- Both
- Project Work
- Employer Stock

Minimum Requirements To Accept A Fiduciary Role:

COMPENSATION METHODOLOGY:

- Commissions Only
- Fee Only
- Commissions Or Fee

If You Accept Commissions, Could They Be Directed To An ERISA Account & Equalized?
 Yes No

If A Provider Is Not ERISA Account Capable, Could The Plan Be Setup Under The B-D To Equalize The Advisor's Compensation?
 Yes No

If You Operate With Dual Registration, Will You Accept Commissions On New Business?
 Yes No

If You Operate On A Fee Basis, Can 12(b) 1, Sub-TA & Other Revenue Generated By The Plan Be Allocated To An ERISA Account & Used To Offset Your Fees?
 Yes No

If You Use Plan Revenue As An Offset, Do You Have A Process For Monitoring The Fees & Allocating The Excess?
 Yes No

DISCLOSURE & CONFLICTS:

Do You Have A Conflict Policy?

Yes No

Can/Will You Disclose All Retirement Plans Related Business Relationships With Investment Mangers, Trustees, Recordkeepers, Program Providers & Other Parties Of Interest?

Yes No

Can/Will You Disclose Total Hard & Soft Dollar Fees/Compensation Associated With New Plan Business?

Yes No

DO YOU OR YOUR FIRM CUSTODY ASSETS?

Yes No

REFERENCES:

If Selected As A Finalist, Can You Provide Three Plan Level References?

Yes No

If Selected As A Finalist, Will You Provide A List Of Plan Level Clients Who Terminated For Non-Project Work In The Last Three Years, Including The Reasons?

Yes No

If You Answered No To Either Question, Please Explain.

UNDER PENALTY OF PERJURY, I ATTEST THAT THIS PROFILING INFORMATION, TO THE BEST OF MY KNOWLEDGE, IS ACCURATE & REFLECTS A TRUE PICTURE OF MY RETIREMENT PLANS PRACTICE.

_____Yes _____No

INPUT:

Prepared By:

Name _____

Title _____

Date _____

The ERISA Advisor Evaluator (EAE) Program is an online RFP designed to help plan sponsors find, identify, contrast and evaluate retirement plan advisors who meet the CFDD's minimum standards. The minimum criteria were designed to meet the needs of multiple market segments. The minimum requirements to participate in the EAE program are different from the search criteria used by each plan sponsor. Based on the advisor's Profiling Questionnaire, sponsors will search the database for advisors who meet their criteria and then determine who will participate in the RFP. In addition to minimum criteria, **advisors will not be allowed to participate in a search until their Form ADV, a sample investment advisory agreement and a certificate of insurance are on file with the CFDD.**

©Copyright 2009-2010. All rights reserved. Center for Due Diligence. This information is published exclusively for the trade and plan sponsors as general information. It should not be viewed as a recommendation to buy or sell securities, other investments, adopt any investment strategy or engage any advisor. This material should also not be viewed as a forecast as CFDD opinions are influenced by marketplace dynamics and subject to change. The CFDD is not a law, advisory or investment firm. We do not give legal, tax, investment or any other type of advice. The CFDD does not warrant and is not responsible for the accuracy of content, errors or omissions. All investments and strategies involve risk. Reliance upon information in this material is at the sole discretion of the reader. The CFDD is an information & strategic resources firm serving retirement plan advisors. For more information about our publications, conferences and advertising opportunities, contact: CFDD, PO Box 8, Western Springs, IL 60558. We can be reached by phone at (630) 662-0284, by fax at (630) 662-0286 and by email at [@TheCFDD](mailto:info@TheCFDD.com). You may also visit our website for more information at: [://www.thecfdd](http://www.thecfdd.com).