

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 EVALUATION
PROFILE QUESTIONNAIRE**

(Select Criteria May Be Completed By Individual, Team Or Independent Firm)
(7/28/09)

Uploads:

- Photo
- Brochure
- Bio
- Other

REGISTRATION:

- Independent RIA Only
 SEC State
- RIA With Dual Registration

WHO IS THE RIA CONTRACT WITH:

- Advisor's Firm
 Broker Dealer

ENTITY STATUS AS PRESENTED TO CLIENTS:

- Solo Practice
 Team
 Independent Firm
 Member Of A National BD/Organization

ENTITY STATUS DESCRIPTION: (Do not include BD)

IF YOU OPERATE AS A TEAM, NOTE THE NUMBER OF IMMEDIATE TEAM MEMBERS

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

CONTACT INFORMATION:

- Advisor Name
- Team Name*
- Group/Firm Name*
- BD Affiliation**
- Address
- City
- State
- Zip
- Phone
- Cell
- Fax
- Email
- Website

*May or may not be applicable. **Not applicable to independent RIAs.

ACADEMIC BACKGROUND: (Advisor listed under contact)

Formal Education:

- 0-12
- 12-16
- 16+

Degrees:

- Bachelors
- Masters
- PhD
- Other

PROFESSIONAL ASSOCIATIONS/MEMBERSHIPS: (Populate all applicable)

Advisor	Team	Independent Firm
_____	_____	_____

AWARDS/RECOGNITION: (Populate all applicable)

Advisor	Team	Independent Firm
_____	_____	_____

CERTIFICATIONS/DESIGNATIONS: (Advisor listed under contact)

Retirement Plans Related:

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

Investments:

- AAMS (College for Financial Planning)
- CIMA (Investment Management Consultants Association)
- CFA (CFA Institute)

Participant Advice:

- PPA (Dalbar)

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 Designations/Credential:

FOREIGN LANGUAGES: (Populate all applicable)

Advisor **Team** **Independent Firm**

_____	_____	_____

LICENSES: (Advisor listed under contact)

Securities Licenses:

- 6
- 7
- 63
- 65
- 66
- Other

Insurance Licenses:

- Accident & Health
- Life & Disability
- LTC
- Other

States Licensed In

_____ All (*Applicable To SEC Registered Advisors*)

States Willing To Do Business In:

INSURANCE:

- Does Your E&O Insurance Cover You & Your Entity
- Does Your E&O Policy Include Coverage When Acting As A Fiduciary For Clients
- Do You Maintain An ERISA Bond On A Per Plan Basis
- Do You Maintain An Employee Dishonesty Bond For Non-ERISA Clients
- Will You Accept A Plan Client Without Fiduciary Liability Insurance
- Will You Help A Plan Client Review & Shop For Fiduciary Liability Insurance

PROFESSIONAL EXPERIENCE: (Populate all applicable)

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+				

RETIREMENT PLANS BOOK OF BUSINESS: (Populate all applicable)

Retirement Plan Revenue As A Percentage Of Total Revenue:

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

Retirement Plan Assets Under Advisement: (Millions)

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

Retirement Plan Participants In Your Non-Project Book Of Business:

	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:

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

Retirement Plans Mix: (Populate all applicable. Retirement plans business only)

	Advisor	Team	Independent Firm
	% Total Plans	% Total Plans	% Total Plans
	% Total Assets	% Total Assets	% Total Assets

DC

DB

Not for Profit:

Higher Education

K-12

Religious Entity

Healthcare

NQDC

Governmental

Other

Of TPA/Recordkeepers You & Your Team Are Experienced With:

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

Of Program Providers You & Your Team Are Experienced With:

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

RETIREMENT PLAN SERVICES OFFERED: (Choose one)

- Individual Team Independent Firm

Services

Expertise (Maximum of 7)

- | | |
|--|--------------------------|
| <input type="checkbox"/> Fiduciary Risk Management Oversight: | <input type="checkbox"/> |
| -Administrative/Investment Protocol | |
| -Plan Consulting/Review | |
| -Plan/Fee Benchmarking | |
| <input type="checkbox"/> Fee Transparency Consulting | <input type="checkbox"/> |
| <input type="checkbox"/> Investment Policy Statement Design | <input type="checkbox"/> |
| <input type="checkbox"/> Manage/Lead Investment Committee Meetings | <input type="checkbox"/> |
| <input type="checkbox"/> ERISA Fiduciary Acceptance | <input type="checkbox"/> |
| <input type="checkbox"/> Plan Design Consulting | <input type="checkbox"/> |
| <input type="checkbox"/> Compliance Consulting | <input type="checkbox"/> |
| <input type="checkbox"/> Investment Consulting/Reporting | <input type="checkbox"/> |
| <input type="checkbox"/> Custom QDIA Solutions | <input type="checkbox"/> |
| <input type="checkbox"/> Outsourced | |
| <input type="checkbox"/> Retained By Advisor | |
| <input type="checkbox"/> RFP/Vendor Comparative Analysis | <input type="checkbox"/> |
| <input type="checkbox"/> Conversion Services | <input type="checkbox"/> |
| <input type="checkbox"/> Vendor Oversight/Management | <input type="checkbox"/> |
| <input type="checkbox"/> Education/Communication | <input type="checkbox"/> |
| <input type="checkbox"/> Enrollment | <input type="checkbox"/> |
| <input type="checkbox"/> Individual | |
| <input type="checkbox"/> Group | |

- 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 _____
- Executive Compensation _____
- Financial/Executive Planning Solutions _____
- Other _____

INVESTMENT DUE DILIGENCE:

What Investment Due Diligence Tools Are You Licensed To Use Or Have Access To

- Morningstar
- Zephyr
- MPI Stylus
- PlanTools
- fi360
- Klein Decisions
- Ibbotson
- Callan Research
- SEI Research
- Other

FIDUCIARY SERVICES:

Acknowledge ERISA Fiduciary Role:

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

If You Accept A Fiduciary Role, What Are Your Minimum Requirements

FEES:

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

If You Do Use Plan Revenue As An Offset, Do You Have A Process For Monitoring The Fees & Allocating The Excess

If You Operate With Dual Registration, Will You Accept Commissions On New Business

If You Do Accept Commissions, Would They Be Directed To An ERISA Account & Equalized

DISCLOSURE & CONFLICTS:

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

Will You Disclose Your Total Hard & Soft Dollar **Fees/Compensation** Associated With Our Plan

Do You Have A Conflict Policy

ADVISORY AGREEMENT:

Does Your Advisory Agreement Attempt To Indemnify You For Services You Are Responsible For

Does Your Advisory Agreement Mandate Arbitration

Do You Custody Assets

REFERENCES:

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

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

INPUT:

Prepared By

Most Recent Update

©Copyright 2009. All rights reserved. Center for Due Diligence. This release is published exclusively for the trade as general information and should not be viewed as a recommendation to buy or sell securities, other investments or to adopt any investment strategy. 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 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. The CFDD also hosts the industry's largest conference for retirement plan advisors. The CFDD's October 5-7, 2009 Advisor Conference, *Adapt, Survive & Prosper* will be held at the Fairmont Scottsdale Resort in Scottsdale, Arizona. 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 CFDD@TheCFDD.com. You may also visit our website for more information at: <http://www.thecfdd.com>.