

## **SELECTING AND EVALUATING AN INVESTMENT ADVISOR**

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### Stegner Investment Associates, Inc.

#### **PEOPLE**

- Does the advisor take fiduciary responsibility and liability?
- What is the background and experience of the firm's investment team?
- What is the background of the representative assigned to your account?
- What is the firm's size and growth plan?
- Are you comfortable with each?
- How many accounts does your representative manage?
- How often will he meet with you?

#### **PHILOSOPHY**

- Is the firm product or service driven?
- Does the firm have an articulated investment philosophy? If so, does your representative follow and believe in it?
- Is this philosophy compatible with your objectives?
- Does the firm adhere to this philosophy through all market cycles?
- Does the representative discuss your specific goals and objectives with you?

#### **PROCESS**

- What is the firm's investment process? How do they select investments for your account?
- Does the firm have disciplined and systematic controls that ensure the process supports the firm's philosophy?
- What is their sell discipline?

#### **PERFORMANCE**

- Is performance reported to you or do you only receive an asset statement?
- If reported, is performance gross or net of fees?
- Does the firm conduct performance reviews for standard time periods e.g., monthly, quarterly, annually, since inception?
- Has your representative targeted performance against an appropriate benchmark?
- If your account has underperformed, is there a logical explanation and demonstration of outperformance in other periods?
- Are reports timely, accurate and easily understood?

