



# COMMON QUESTIONS

## **Q: Is Fidere Advisors, LLC (dba FIDERE) a fiduciary?**

Yes. As FIDERE ("the firm") delivers advisory services as a financial planning firm organized under the 1940 Investment Advisors Act, as a Registered Investment Advisor (RIA) – independent of any broker-dealer, custodian or other financial institution. Further, FIDERE does not affiliate with, or receive revenue-sharing from any third parties. The firm only represents its clients to the various intermediaries involved with developing, implementing and managing an advisory relationship.

For more about advisory firm and professional types, please read the whitepaper "Finding Your Fiduciary" available at: [www.fidereadvice.com/fiduciary](http://www.fidereadvice.com/fiduciary)

## **Q: Is FIDERE a brokerage firm, or does it employ brokerage professionals?**

FIDERE is an independent advisory firm, not a brokerage. However, the firm handles multiple brokerage relationships on behalf of its clients. Although some of the advisory professionals are former brokers, no advisory professional at FIDERE carries a brokerage license. Advice delivery is provided by a professional carrying advanced financial designations or a Series 65 (in good standing). This approach to advice also meets SEC and state-level regulatory compliance requirements.

For more about RIA's as fiduciaries, visit: <https://www.sec.gov/divisions/investment/advoverview.htm>

## **Q: Is FIDERE a custodian?**

No. FIDERE does not take custody of its clients' assets. The firm relies upon at least one primary, third-party custodian to house client assets, manage operations, and clear trades. FIDERE also relies on its primary custodian to facilitate fee billing from client accounts, to avoid inadvertently becoming a custodian. While FIDERE may change its primary custodian and may use multiple custodians at once, the following primary custodial relationships are currently in place: Charles Schwab & Co, and SEI Trust Co.

## **Q: How is FIDERE unique?**

FIDERE is a full-service advisory firm based in Minnetonka, Minnesota. The firm is privately-owned and faith-based in its approach to service. FIDERE maintains active investment advisory registrations in addition to insurance services through licensed professionals. The firm is best known for its holistic approach to serving the complex needs of its client families, including its use of Mean Variance Analysis (MVA) techniques to optimize invested wealth, with portfolio models originated in 2006. Since 2021, FIDERE has offered advisory services based on The Life Cycle of Wealth™ - a life planning framework grounded in goal-driven life planning.

For more about The Life Cycle of Wealth™, please visit [www.fidereadvice.com/lifecycle](http://www.fidereadvice.com/lifecycle).

## **Q: What are the services offered and costs involved?**

FIDERE advisory services fall into 5 categories described as follows:



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## 1. *Family Office Services*

For clients desiring multiple services, including advanced personal and/or business planning, FIDERE will act to meet the ongoing, holistic financial needs of its clients and their entities. Multiple services may include any combination of the firm's other services: personal financial planning, portfolio advisory, insurance advisory, and business advisory.

## 2. *Personal Financial Planning*

For clients wishing to receive advice about a specific financial situation, FIDERE will provide such services in the scope requested by the client. Personal Financial Planning services can be provided to new clients needing advice on a particular subject or to established clients wishing to expand upon the subjects covered by the Comprehensive or ongoing services provided by FIDERE. Personal Financial Planning services can include any/all of the following modular financial planning areas:

Tax Planning	Estate Planning
Retirement Planning	Investment Planning
Insurance Planning	Cash Flow Planning

## 3. *Portfolio Advisory*

FIDERE also provides discretionary Portfolio Advisory Services. This means that FIDERE Representatives will have authority to purchase and sell securities of their choice in the amounts and at the times they believe it is suitable for a client's account to do so. Portfolio Advisory services begin with FIDERE analyzing information provided by the client pertaining to the client's financial situation and needs. FIDERE then selects investments having objectives consistent with the objectives of the client and with the risk tolerances identified by the client. Most often FIDERE recommends investments in mutual funds and exchange-traded funds.

The initial investment and asset allocation recommendations are based on the financial information gathered from each client including net worth, risk tolerance, financial goals and objectives, investment restrictions requested by the client and overall financial conditions. Based on this information, the client is provided with initial investment recommendations designed to provide an appropriate asset mix consistent with the client's objectives. The client's portfolio and its performance are monitored by the client's FIDERE Representative in light of the client's stated goals and objectives. The frequency of these reviews and transactions made for a client's account are determined by the FIDERE Representative. Representatives typically meet with the client on an as-needed or as-requested basis to discuss the portfolio and other aspects of the service. Clients are free to contact their Representative at any time if they have questions about their accounts. As a general rule, FIDERE believes that investing is best suited to those who believe in a long-term strategic allocation. Therefore, clients should not expect frequent investment changes in the portfolio. However, as a result of monitoring the account, investment purchases and sales will be made.

Investments are not held by FIDERE. Instead, all investments managed by FIDERE are usually held at the brokerage firm through which transactions are placed.

FIDERE does not assure or guarantee the results of its Portfolio Advisory services; thus, losses can occur from following FIDERE's advice pertaining to any investment or investment approach, including using conservative investment strategies.



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## 4. *Insurance Advisory*

The scope of a FIDERE comprehensive plan is as broad and detailed as desired by the client, but may include insurance analysis and/or advice related to policy technology, marketplace comparisons, and new policy acquisition. This service usually includes an analysis of a client's existing insurance portfolio and/or needs in light of the overall balance sheet and income statement. FIDERE makes available a written analysis and at least one client meeting to discuss the analysis and its implementation. Consistent with comprehensive planning, clients decide which recommendations to accept and implement. Clients are also free to select any product provider to purchase (or sell) the product(s) discussed with FIDERE. As an agency, FIDERE does not guarantee results, and clients agree that any expressed contractual guarantees present in a given insurance policy are offered by the insurance carrier(s). Changes in client's financial condition, personal circumstances, goals, or general economic conditions may trigger changes to the advice provided by FIDERE. All advice is based on information provided by the client. It is the client's responsibility to be certain that FIDERE has current and accurate information.

## 5. *Business Advisory*

Business Advisory services are designed for families with new or existing business assets. Consulting around entity formation, structure, operations is offered, in addition to ongoing Chief Financial Officer (CFO) services for established firms. Business Advisory services are available separately, or in addition to, any of the firm's other offerings.

### **Q: Who are FIDERE's client families?**

FIDERE clients are most frequently families with complex situations and/or life transitions. Common examples include: job changes, retirement, estate settlements, liquidity events, and other significant financial changes. They recognize certain issues in their planning, and desire to delegate some financial management responsibility to professionals. Each client family and/or business is unique and therefore so is each engagement.

### **Q: How do I engage FIDERE? What about the planning process?**

FIDERE offers prospective clients a comfortable discovery process to examine life goals from a financial perspective. A no-fee discovery meeting is available for all prospective clients. If a planning engagement results, financial data is released to FIDERE. The firm will complete a comprehensive analysis and develop recommendations. A strategy meeting is then held to review recommendations and create a partnership in implementing and managing the plan. All prospective clients receive a [Form ADV](#) and initial assessments at the beginning of the discovery process. If a client/advisor relationship is established, an advisory contract is executed.

To schedule an initial meeting, call (833) 2-FIDERE, or visit [www.calendly.com/fidere-advisors](http://www.calendly.com/fidere-advisors).