

50 Things: What a Financial Professional Can Do for You

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INVESTMENT PLANNING

1. Cares deeply about you and your money.
2. Guides you to think about areas of your financial life you may not have considered.
3. Formalizes your goals and puts them in writing.
4. Helps you prioritize your financial opportunities.
5. Helps you determine realistic goals.
6. Studies possible alternatives that could meet your goals.
7. Prepares an investment plan and/or an investment policy statement for you.
8. Suggests creative alternatives that you may not have considered including the best way to claim Social Security.
9. Recommends appropriate measures to financially protect your family.
10. Assists you in setting up a company retirement plan.
11. Discusses appropriate estate planning strategies for you.
12. Reviews your children's custodial accounts and 529 plans.
13. Helps you determine your IRA Required Minimum Distribution.
14. Provides reminders about key investment data.
15. Checks with you before the end of the year to identify any last minute planning needs.
16. Guides you on ways to fund health care in retirement.

INVESTMENTS

17. Prepares an asset allocation for you so you can potentially achieve the best rate of return for a given level of risk tolerance.
18. Stays up to date on changes in the investment world.
19. Reviews your investments.
20. Reviews your investments in your company 401(k) or 403(b) plans.
21. Reviews your existing IRAs.
22. Can help convert your investments to long lasting income if that is your investment objective.
23. Can refer you to lending and banking affiliates to help meet borrowing needs.
24. Suggests alternatives to potentially increase your income during retirement.
25. Records and researches your cost basis on securities.

26. Provides you with unbiased investment research.
27. Provides you with personal investment analysis.
28. Determines the risk level of your existing portfolio.
29. Can help you consolidate and simplify your investments.
30. Can provide you with a wide variety of insights and analysis regarding your investments.
31. Provides introductions to outside money managers as needed.
32. Shows you how to access your statements and other information online.

TAX PLANNING

33. Can suggest tax-advantaged investments during retirement.
34. Can review tax returns and comment on taxable vs non-taxable investments.
35. Provide you commentary on tax law updates.
36. Work closely with your tax advisor.
37. Review investment holdings with respect to tax law changes.
38. Works with your tax and legal advisors to help you meet your financial goals.

PERSON-TO-PERSON

39. Reviews changes in your life and family situation.
40. Proactively keeps in touch with you.
41. Provides clarification for all the financial terms that get thrown your way.
42. Provides referrals to other professionals, such as accountants and attorneys.
43. Explains how they have helped others who have faced circumstances similar to yours.
44. Helps with the continuity of your family's investment plan through generations.
45. Facilitates the transfer of investments from individual names to trust, or from an owner through to beneficiaries.
46. Helps keep you on track.
47. Identifies your savings shortfalls.
48. Develops and reviews a strategy for potential debt reduction.
49. Is a wise sounding board for ideas you are considering.
50. Is honest with you.

—William Smith