

# Personal Financial Planning and Counseling Services: Description & Fees

Provided By:



[www.amfinancialgroup.com](http://www.amfinancialgroup.com)  
924 Westpoint Pkwy, Suite 100  
Westlake, OH 44147  
(440) 249-0397



**Sometimes your road to financial success doesn't always go in a straight line ... are you prepared for the curves ahead? A good financial planning practice is to look beyond the obvious.**

**Ask Yourself - - Would it be helpful:** To be more informed about the direction your current plan is going? To fix the gaps in your plan before they become a major expense? To be able to identify potential opportunities or obstacles before they occur? You can choose the level planning that suits your situation best: Comprehensive or Modular.

## Our 6 – Step Planning Process:

1. Personal interview to help define the purpose of your plan.
2. Determine the level of assessment (Comprehensive or Modular).
3. Gather financial information.
4. Evaluate your current position.
5. Present strategies and recommendations that bring you closer to plan.
6. Ongoing support and plan refinements.

### Comprehensive Plan

(Fees may range from \$0 - \$15,000)

- **Financial Position** – Financial Position provides a net worth statement, cash reserve, and/or cash flow statement and may include additional analysis on debt management, loan pay-off options and budget strategies.
- **Protection Planning** - Protection Planning provides an overview and recommendations for the client's risk management situation. The review may include projections and options for survivor income, disability income, and long-term care needs. Other review options may include small business owner concerns such as Key Person and Business Overhead Expenses planning.
- **Investment Planning** – Investment Planning includes an examination of the client's current financial situation, which may include: net worth, income and expenditures, investment risk tolerance, and risk management analysis. An asset allocation is provided as are other illustrations which together may provide the client with alternative strategies available based on the client's time horizon and risk tolerance.
- **Tax Management** – Tax Management provides a review and analysis of the client's tax situation, including income tax, estate tax, alternative minimum tax and capital gain or loss review. Note this guidance is not intended to replace your tax professional's advice and should not be considered or implemented without their input.
- **Retirement Planning** – Retirement Planning projects the estimated retirement needs and expenses at a specified retirement date. The analysis may be focused on accumulation and/or solely the distribution of retirement assets. The analysis considers current assets designated for retirement, estimated social security benefits and other funding sources, such as employer pension plans. Illustrations provide the client with various alternatives available, based upon factors such as different retirement dates, additional or alternative savings and investment strategies, and risk tolerance.
- **Estate Planning** – Estate Planning includes an analysis of a client's goals and objectives for the distribution of his or her property. It includes an examination of the client's gross estate and the distribution of property based upon the client's current estate plan. Projected estate taxes and related settlement costs based upon various assumptions are considered. An examination of possible funding sources for providing liquidity may also be included. Note this guidance is not intended to replace your legal professional's advice and should not be considered or implemented without their input.

**A Comprehensive Financial Plan** will include analysis and recommendations in all six areas; however, the extent to which a particular area is covered will depend upon the facts and circumstances of each individual client. The table below shows general planning considerations associated with the six areas of financial planning.

Financial Position	Protection Planning	Investment Planning	Tax Management	Retirement Planning	Estate and Legacy Planning
Balance Sheet	Life Insurance	Asset Allocation	Income Tax Analysis	Social Security	Estate Tax Analysis
Cash Flow	Disability Income Insurance	Education Funding	Estate Tax Analysis	Employer-sponsored Plan Analysis	Charitable Giving
Cash Reserve	Long-term Care Insurance	Goal Funding	Capital Gain/Loss Analysis	Distribution Planning	Estate Equalization
Debt Management	Property/Casualty Insurance	Research and Analysis		Funding Analysis	Wealth and Preservation Transfer
	Key Person Coverage	Hypothetical Illustrations		Non-qualified Plans	Buy-Sell Funding
	Business Overhead Expense Coverage	Portfolio Optimization		Executive Compensation	
		Mont Carlo Analysis		Split-dollar	
		Stock Options			

**Focused Financial Plan**

(Fees may range from \$0 - \$15,000)

A modular approach to planning may be pursued that warrants specialized planning, or additional planning, for a client that has already completed a comprehensive plan. In addition, periodic reviews of an existing plan may point to specific needs that are limited in scope. The planning areas to be covered must be clearly indicated on the Service Agreement.

A Focused Financial Plan is one in which the client decides to limit the advice to five or fewer topics and should include the planning considerations listed in the table above, as appropriate. The topics available for focused financial plans are included below; see full descriptions under Comprehensive Plans.

- **Financial Position** – net worth, cash flow and cash reserve.
- **Protection Planning** – survivor, disability, property/casualty, long-term care.  
**Note:** Due to state regulations, a fee may not be charged solely for insurance planning or consulting; this service is provided without charge but may be paired with a Financial Position module, for which a fee may be charged.
- **Investment Planning** – wealth accumulation, investing, education funding, real estate.
- **Tax Management** – strategies to minimize income tax and estate tax.
- **Retirement Planning** – planning for adequate income during retirement years, coordinating government retirement benefits with employer plans and individual retirement savings.
- **Estate Planning** – determine potential tax liabilities and develop strategies to meet estate planning goals.
- **Education Planning** – projects education costs, and considers assets designated for the education along with other funding options.

**Plan Update/Progress Report**

(Fees may range from \$0 - \$15,000)

- **Updates a previous Financial Plan, or**
- **Evaluates a Client’s progress towards one or more goals, and**
- **Determines if any changes to the original financial plan are warranted.**

## SERVICE AGREEMENT

Please review this Agreement carefully as it sets forth the understanding between you, ("CLIENT"), and AMFG Wealth Management, LLC ("AMFGWM"), a Registered Investment Advisor, with the primary address of 924 Westpoint Pkwy, Suite 100, Westlake, Ohio 44145, regarding the services AMFG will provide to the CLIENT.

- This is the original agreement between the CLIENT and AMFGWM
- This replaces prior agreements between the CLIENT and AMFGWM

1. **Services:** AMFGWM will provide financial advisory services addressing the specific issue(s) the CLIENT requests. AMFGWM will provide financial analysis and recommendations to guide CLIENT toward the achievement of CLIENT objectives. AMFGWM will limit its analysis to the specific services requested. CLIENT understands that information regarding issues not revealed to or analyzed by AMFGWM may have a direct impact on the suitability or accuracy of specific recommendations given. AMFGWM may provide you with additional financial advisory services in the future upon specific request(s) from you. The scope of such services and fees will be determined at the time such services are requested. Such additional services will be subject to the provisions of this Agreement, including the provisions relating to payment of fees and the limitations on AMFGWM's duties and liabilities.
2. **Fees:** *Financial planning fees* will be quoted in Signature section of agreement and may be *By the Hour or Fixed Fee or with a quoted fee range* at the option of the CLIENT or planner. The average hourly billing rate is \$250, depending on which staff is providing the service and are billed in 15-minute increments. The fee services provided under the "expected range" of fees will not exceed the upper limit of the quote. If the CLIENT engages additional services at the conclusion of the initial agreement, the CLIENT agrees to pay for services by the hour and for the fees in effect at that time. *Investment Management fees* will be quoted in Signature section of the agreement.
3. **Payment of Fees:** You agree to remit the fees as stated in the Signature section.
4. **CLIENT Representations:** You represent to AMFGWM the following and understand and agree that AMFGWM is relying on these representations as an inducement to enter into this *Agreement*:
  - You agree that you will provide AMFGWM with the necessary information to provide the agreed upon services. You understand that the responsibility for financial decisions is yours and that you are under no obligation to follow, either wholly or in part, any recommendation or suggestion provided by AMFGWM. You understand that AMFGWM obtains information from a wide variety of publicly available sources and cannot guarantee the accuracy of the information or success of the advice, which it may provide. The information and recommendations developed by AMFGWM are based on the professional judgment of AMFGWM and the information you provide to AMFGWM.
  - You understand and agree that due to the possible limited nature of this engagement, AMFGWM is under no obligation to contact you to recommend changes to your financial plan or any of the recommendations and advice provided under this Agreement in the future. You understand that all investments involve risks and that some investment decisions will result in losses.
  - You understand that AMFGWM cannot guarantee that your investment objectives will be achieved.
  - You understand and agree that AMFGWM will not be liable for any loss incurred as a result of the services provided to you by AMFGWM. Nothing in this Agreement shall in any way limit or waive any rights you may have under federal or state securities laws.
  - You understand and agree that AMFGWM performs services for other clients and may make recommendations to those clients that differ from the recommendations made to you. You agree that AMFGWM does not have any obligation to recommend for purchase or sale any security or other asset it may recommend to any other client.
  - You understand that AMFG does not provide legal or accounting advice and does not prepare any legal documents for the implementation of any recommendations provided in the financial plan.

5. **Confidentiality of Information:** All non-public, personal information exchanged between CLIENT and AMFGWM shall be treated as confidential and shall not be disclosed to third parties, except as directed by CLIENT or as required by law and according to the AMFGWM Privacy Policy you have been provided. By signing AGREEMENT, CLIENT is granting permission to AMFGWM to disclose personal information to third parties as necessary to perform the services requested such as (but not limited to) insurance companies for insurance quotes, attorney for estate planning, software provider for financial plan, and employees or sub-contractors of AMFGWM etc.
6. **Termination:** Either party may terminate this agreement with written notice to the other. If this Agreement is terminated all fees due at time of termination will be due and payable by you within 10 business days. AMFGWM will refund any unearned, prepaid fees within 10 business days of written request from the CLIENT.
7. **Implementation of Investments:** AMFGWM will not implement investment recommendations unless the services are provided on an hourly basis. Implementation could include; assisting with rollovers, assist in setting up new accounts, three-way calls with broker/dealer, transfer of accounts, etc. Investment implementation is included in the scope of services.
8. **Multiple Clients:** In the event CLIENT is more than one individual (such as a couple), AMFGWM is authorized to accept the direction of either party and such direction will be binding on all parties for joint accounts. This does not apply to individually held accounts.
9. **Registration:** AMFGWM is registered as an investment advisor with the State of Ohio.
10. **Assignment:** AMFGWM will not assign the Agreement to any other party without your written consent.
11. **Other Services:** The CLIENT acknowledges that AMFGWM does not and will not practice law or accounting in providing advice to CLIENT or in preparing the CLIENTS financial plan. The CLIENT understands that none of the fees paid under this contract relate to accounting or legal services and that it is the responsibility of the CLIENT to obtain accounting or legal advice if necessary.
12. **Governing Law:** This Agreement shall be governed by the laws of the State of Ohio.
13. **Receipt of Forms:** CLIENT hereby acknowledges receipt of AMFG Wealth Management, LLC Form ADV Part 2A, Conflict of Interest Statement and Privacy Policy.

The agreed upon fee structure:

**Flat Rate for Financial Planning Fee of \$ \_\_\_\_\_ and/or Hourly Billing Rate of \$ \_\_\_\_\_**

**Plan Fee Per Update \$ \_\_\_\_\_ Frequency of Updates \_\_\_\_\_**

**Investment Management Fee of \_\_\_\_\_% of Assets Under Management**

Accepted this date \_\_\_\_\_

\_\_\_\_\_  
Client Name

\_\_\_\_\_  
Client Signature

\_\_\_\_\_  
Client Name

\_\_\_\_\_  
Client Signature

AMFG Wealth Management, LLC

\_\_\_\_\_  
CCO Name

\_\_\_\_\_  
CCO Signature