

August 2013

Dear Clients and Friends:

When people ask me what I do for a living, I describe myself as a “financial planner.” It seems there are lots of professionals holding various types of licenses who claim they’re financial planners, when they really aren’t.

The U.S. Securities and Exchange Commission (SEC) says “most financial planners are investment advisers, but not all investment advisers are financial planners. Some financial planners assess every aspect of your financial life -- including saving, investments, insurance, taxes, retirement, and estate planning -- and help you develop a detailed strategy or financial plan for meeting all your financial goals. Others call themselves financial planners, but they may only be able to recommend that you invest in a narrow range of products, and sometimes products that aren’t securities.”

The reference is from <http://www.sec.gov/investor/pubs/invadvisers.htm>. You can find information there about how to evaluate a financial professional, figure out what he or she really does and how they are compensated.

My clients know I’m a financial planner, not just an investment adviser. We talk about estate planning, risk management, taxes, investments and how the grandkids are doing.

Your referrals are greatly appreciated.

Regards,



Charles M. Shackelford