

Client personality questionnaire

20 questions to help assess your goals

Background and values:

1. Tell me a little about yourself and your background. Where are you from?

2. How did you get into your present career?

3. When you are not working, how do you like to spend your time?

4. As you look back on your life, what role has money played in it?

5. What are some of the important things that have happened in your life that will help me put together a better plan for you?

6. What are some of the best financial decisions you have made?

7. What are some of the worst?

8. Have you worked with a financial advisor in the past, and if so what kind of experience did you have?

Vision:

9. What does financial independence mean to you?

10. If money were not an issue, what would your ideal lifestyle be? Where would you live? Who would you surround yourself with?

Investments are not FDIC-insured, nor are they deposits of or guaranteed by a bank or any other entity, so they may lose value.

11. What is something you are excited about right now?

12. On a scale of 1 to 10, do you feel you're living your best life? _____

13. Are there areas of your life you would like to improve (check all that apply)?

- | | |
|---|--|
| <input type="checkbox"/> Time with people you care about | <input type="checkbox"/> Career/job satisfaction |
| <input type="checkbox"/> Charity and commitment to giving | <input type="checkbox"/> Providing security |
| <input type="checkbox"/> Social engagements | <input type="checkbox"/> Financial concerns |
| <input type="checkbox"/> Knowledge and learning | <input type="checkbox"/> Personal health |

Objective:

14. What's the number-one issue you'd like help with right now?

15. Are you more concerned about growing your assets or about protecting what you already have?

16. How do you make financial decisions in your household?

17. What needs to happen over the next few years in order for you to feel our relationship has been successful?

Summary:

Your three primary financial concerns today are:

18. _____

19. _____

20. _____

Based on research by Andrew Hipple of Lane Hipple

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