

#4 HOW TO CHOOSE

How to Choose a Fiduciary Financial Advisor

THE RIGHT ADVISOR MAKES ALL THE DIFFERENCE.

A fiduciary advisor is legally and ethically obligated to act in your best interest. Choosing the right partner means your financial future is guided by trust, transparency, and a commitment to your success—not commissions.

10 ESSENTIAL QUESTIONS TO ASK BEFORE YOU CHOOSE

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| <p>01  ARE THEY A FIDUCIARY?
Confirm they are legally obligated to act in your best interest at all times.</p> <p>02  HOW ARE THEY COMPENSATED?
Understand how they are paid and ensure their compensation is fair, transparent, and not tied to selling products.</p> <p>03  WHAT SERVICES DO THEY PROVIDE?
Ensure their offerings align with your needs now and as your life evolves.</p> <p>04  WHAT IS THEIR INVESTMENT PHILOSOPHY?
Make sure their approach aligns with your goals, values, and risk tolerance.</p> <p>05  HOW DO THEY BUILD PORTFOLIOS?
Look for a disciplined, evidence-based process focused on long-term performance and risk management.</p> | <p>06  HOW WILL WE COMMUNICATE?
Clear, proactive communication is key to a strong, lasting relationship.</p> <p>07  WHO WILL WORK ON MY ACCOUNT?
Know who you'll work with day-to-day and the experience level of their team.</p> <p>08  CAN THEY HELP WITH TAX STRATEGY?
A proactive tax strategy can significantly impact your wealth over time.</p> <p>09  HOW DO THEY PROTECT MY INFORMATION?
Ensure they have robust security measures to safeguard your data and privacy.</p> <p>10  CAN THEY PROVIDE REFERENCES?
Reputable advisors should be able to provide references from clients like you.</p> |
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The right fiduciary advisor does more than manage your money—they help you navigate life's complexities, protect what matters most, and build a legacy that lasts.

WHY FAMILIES CHOOSE WIN



FIDUCIARY BY DESIGN

We are a fee-only, SEC-registered RIA. Your best interests are our only priority.



BOUTIQUE RELATIONSHIP

Personalized service and direct access to senior advisors who know your goals.



HUMAN-LED. AI-EMPOWERED.

Technology and data enhance our insight—relationships drive our recommendations.



THE WIN NETWORK

We connect you to a curated network of professionals to address every aspect of your financial life.



ALIGNMENT

Our success is measured by your success. Your goals are our goals.

The WIN Wealth Management Team



FOUNDER & WEALTH ADVISOR

Leads the relationship with overall stewardship of your financial life. Sets the vision, strategy, and long-term plan while ensuring a fiduciary standard in every decision.



CO-ADVISOR

Partners with you on investment strategy, portfolio construction, and ongoing guidance. Provides additional perspective and seasoned experience.



CERTIFIED FINANCIAL PLANNER™

Leads the financial planning process—cash flow, tax strategy, retirement, estate coordination, risk management, and goal achievement.



CLIENT SERVICE DIRECTOR

Your central point of contact who ensures a seamless experience, coordinates the team, and keeps everything organized and moving forward.

Together with our specialized network of professionals, we provide comprehensive, coordinated guidance so you can make confident decisions and focus on what matters most.

Navigate Today.
Secure Tomorrow.
Leave a Legacy.

Schedule a complimentary, no-obligation conversation to discuss your goals and experience the WIN difference.

SCHEDULE YOUR PRIVATE CONSULTATION



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