



## Fiduciary Oath

I pledge to you, the client, the following **fiduciary** oath. I believe that you deserve to have an advisor with your best interest at heart and *at all times*, not just when it suits the advisor. You deserve a fiduciary.

Following the NAPFA Fiduciary Oath (National Association of Personal Financial Advisors) means I shall:

- Always act in good faith and with candor.
- Be proactive in disclosing any conflicts of interest that may impact a client.
- **Not accept any referral fees or compensation contingent upon the purchase or sale of a financial product.**

Furthermore, as the advisor, I shall exercise my best efforts to act in good faith and in the best interests of you, the client. The advisor shall provide written disclosure to the client prior to the engagement of the advisor, and thereafter throughout the term of the engagement, of any conflicts of interest, which will or reasonably may compromise the impartiality or independence of the advisor. The advisor, or any party in which the advisor has a financial interest, does not receive any compensation or other remuneration that is contingent on any client's purchase or sale of a financial product. The advisor does not receive a fee or other compensation from another party based on the referral of a client or the client's business.

Paige D. Farrell, CFP®

Financial Planner & Investment Advisor  
Endeavor Financial Planning

## Types of Professionals Who Are Fiduciaries

Physician	✓ Yes, follows Hippocratic Oath
Lawyer	✓ Yes
Stock Broker	✗ No
Insurance Agent	✗ No
Registered Representative	✗ No
Fee- <i>based</i> Advisor	✗ No
CFP® professional	<input type="checkbox"/> Maybe - can switch to fee-based
Financial Planner	<input type="checkbox"/> Maybe - can be fee-based
Fee- <b>Only</b> Financial Planner	✓ Yes
Fee- <b>Only</b> CFP® professional	✓ Yes

FI • DU • CI • AR • Y \DEFINITION\; A person legally appointed and authorized to hold assets in trust for another person. The fiduciary manages the assets for the benefit of the other person, rather than for his or her own profit. (source: Investopedia.com) \USAGE\; A registered investment advisor, who is held to a "fiduciary standard of care", looks after the assets of another person on that person's behalf, is fully transparent, and required to disclose any potential conflicts of interest.

## Code of Ethics as a NAPFA Member

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**Objectivity:** NAPFA members strive to be as unbiased as possible in providing advice to clients, and NAPFA members practice on a Fee-Only basis.

**Confidentiality:** NAPFA members shall keep all client data private, unless authorization is received from the client to share it. NAPFA members shall treat all documents with care and take care when disposing of them. Relations with clients shall be kept private.

**Competence:** NAPFA members shall strive to maintain a high level of knowledge and ability. Members shall attain continuing education at least at the minimum level required by NAPFA. Members shall not provide advice in areas where they are not capable.

**Fairness & Suitability:** Dealings and recommendation with clients will always be in the client's best interests. NAPFA members put their clients first.

**Integrity & Honesty:** NAPFA members will endeavor to always take the high road and to be ever mindful of the potential for misunderstanding that can accrue in normal human interactions. NAPFA members will be diligent to keep actions and reactions so far aboveboard that a thinking client or other professional would not doubt intentions. In all actions, NAPFA members should be mindful that in addition to serving our clients, we are about the business of building a profession, and our actions should reflect this.

**Regulatory Compliance:** NAPFA members will strive to maintain conformity with legal regulations.

**Full Disclosure:** NAPFA members shall fully describe method of compensation and potential conflicts of interest to clients and also specify the total cost of investments.

**Professionalism:** NAPFA members shall conduct themselves in a way that would be a credit to NAPFA at all times. NAPFA membership involves integrity, honest treatment of clients, and treating people with respect.