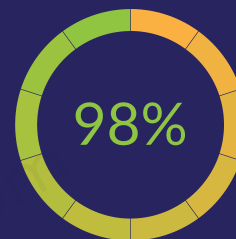


Fiduciary Counselling



Fiduciary Counselling, federally registered in 1966, is a Registered Investment Advisor (RIA) in 15 state(s) with a licensed staff of 12 advisors. Fiduciary Counselling manages \$5.6 billion and provides investment advisory services for 1,384 clients (1:116 advisor/client ratio).

Fiduciary Counselling requires a \$480,000 minimum investment.

BENEFITS

Firm does not have any felony convictions (Impact:High)

Firm does not have a disciplinary history (Impact:High)

Firm uses a transparent fee-only model (Impact:High)

Firm has been federally registered for 52 years
(Impact:High)

Firm has \$1B or more in assets under management
(Impact:Medium)

Communications sent to the firm's website are secure
and encrypted (Impact:Medium)

Firm does not have any misdemeanor convictions
(Impact:Medium)

Firm does not have an insurance agent conflict
(Impact:Medium)

Firm does not privately manage or own the products
they recommend (Impact:Low)

CONSIDERATIONS

Firm also practices as a law firm or is affiliated with one. When acting in this dual-capacity, advisors may be incentivized to implement plans as an attorney that would drive higher commissions for themselves as investment advisors (Impact:Low)

BENEFITS (cont.)

Firm does not perform side-by-side management (Impact:Low)

Firm does not receive soft dollar benefits (Impact:Low)

Firm provides mobile-friendly experience for their clients (Impact:Low)

CONSIDERATIONS (cont.)