

# True **Fiduciary**<sup>®</sup> Standards

**01**

Embrace the Legal  
Fiduciary Obligation  
to Place Clients'  
Interests First

**02**

Deliver  
Comprehensive  
Financial Planning

**03**

Provide  
Fee-Only  
Advice

**04**

Do Not  
Accept  
Commissions

In  
**Your**  
Best  
Interest

**05**

Receive Only One  
Source of Revenue:  
Client Fees

**06**

Provide  
Transparency on  
Portfolios and  
Investments

**07**

Remain Independent  
from any Bank,  
Broker Dealer,  
Insurance or Custodian

**08**

Measure Client  
Performance Returns  
Using Independent  
Third Parties

**09**

Do Not Create  
Products to Sell or  
Price Any Public  
Securities

**10**

Do Not Hold  
Any Client Assets,  
Securities or  
Money

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