

The 4 C's of Advisor Quality

Competence, Communication, Care, Compensation

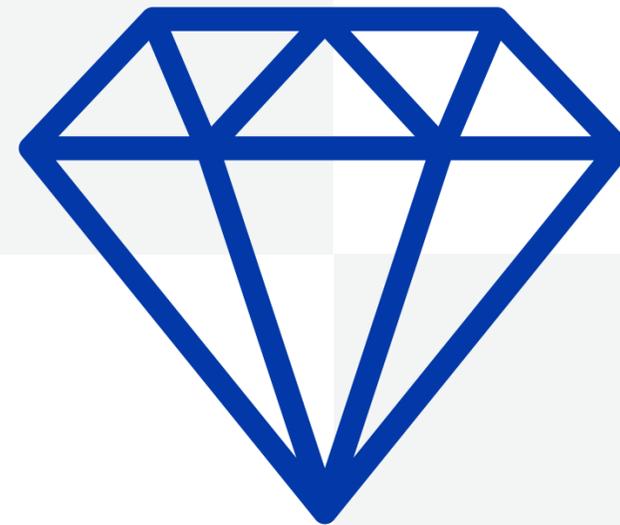
Competence

Do they actually know their stuff?



Communication

Do they make sense to you?



Care

Are they looking out for you?



Compensation

How do they get paid?