Client Engagement Standards | Wealth Management

This engagement standards document is designed to create a mutual understanding of our unique value system, our operating principles, and what we promise to deliver in exchange for your trust. We encourage you to take this information, hold it up next to what you value and are looking for in this important partnership, and see if they align.

Our Guiding Principles and Values

Our Principles

- **Financial life planning is an ongoing process.** It involves goal setting, cash flow management, risk management, investment management, asset protection, healthcare planning, tax planning, and estate planning. We aim to provide holistic financial solutions that cover every "what if" in your life.

- **We want to hear what you have to say and lead with emotional intelligence.** This is about more than the numbers. We want to hear about your dreams, goals, and challenges. This parallel approach to planning is the best way for us to help you successfully navigate inevitable life changes.

- **We are proactive and provide exceptional and customized communication.** We will reach out to retrieve updates and share planning opportunities. Our goal is to distill the information uniquely interesting to you and provide you with options to make the best-informed decision. We aim to strike a balance between staying in contact and taking the burden of financial management off your plate.

- **We need you to commit to the process.** Successful planning requires a commitment from you, too. We need everyone on board for you to wind up with a result you will be excited about.

- **We do what works, not what is trending.** We believe in an evidence-based approach to investing. We do not try to time the market or predict where the market is going. If you want to take extraordinary risk based on rumors and hearsay, we don't have the expertise to help.

- **We love our client families.** We enjoy working with great people who appreciate the true value of our services. We are committed to living our lives from a place of joy and kindness, and we hope to have long-lasting, healthy relationships with each of our client families. The door is open once you're a client, and you are welcome to reach out at any time.

- **We are small on the outside, big on the inside, and know our capacity.** Brenna Baucum will be your point of contact at Collective Wealth Planning. Behind the scenes, we have several strategic partners to provide the best, most up-to-date information on investment strategy, tax planning, risk management, and much more. We purposefully limit the number of client families we work with to offer high-touch, customized services to every individual.

- **We will never steer you toward investments you don't need.** We can be transparent about our fees because they are not based on products you might buy. We don't receive compensation from any entity other than you. We adhere to the Fiduciary Standard 100% of the time to ensure your needs are always put first.

Our Values

- **Growth** - we believe that a growth mindset leads to a happy, fulfilled life. We are always learning, growing, and evolving the best ways to serve our client families.

- **Connection** - we believe connection with and to other people is why we were put on the planet. We intentionally foster a connection with our client families to understand them as best as possible.

- **Stewardship** - it is our humble privilege to serve as prudent stewards of the lifetime of work behind our clients' investments. The gravity of this honor is never lost on us, nor is it taken lightly.

What We Promise to Deliver

Meetings and Communication Standards

- We meet our client families virtually, in our downtown office space, or in their homes.

- Client meetings are scheduled on Mondays, Tuesdays, and Wednesdays between 9 am and 5 pm. Exceptions will be made for extenuating circumstances. This allows us to spend Thursdays and Fridays preparing for client meetings and doing research so we can be fully present when we are with you.

- We utilize a secure AI notetaker to allow us to be fully present with you in meetings.

- We return all phone calls and emails within one business day and pledge never to leave you hanging. Deviations from the regular schedule are communicated via the company newsletter, email response, and/or through outgoing voicemail messages.

Process and Timeline

- We will work with you to create a comprehensive plan that matches your goals, values, and resources.

- We promise to do the "heavy lifting" to help your plan become a reality.
  We monitor progress regularly to ensure everything is relevant and up to date. If we find anything we can change to achieve a better result, we will take proactive steps to change it.

- We want to have regular meetings to check on the plan, make updates based on changes that are happening in your life and monitor progress toward your goals. We will invite review of each of the following at least once per year:
  - Insurance and risk management
  - Investment management
  - Retirement income projections
  - Tax planning

- If we have any concerns about your plan or progress throughout the year, we will proactively reach out and address them with you.

- We will direct you to the most appropriate, widest range of investments at the lowest possible cost. Because we are a fee-only practice that never earns commissions, we have no incentive to push you toward costly investments that do not meet your needs. We believe that markets are efficient and utilize passive low-cost investment strategies. We are aligned with GeoWealth, a well-respected asset management partner, to help with portfolio strategy and design. We custody assets with Schwab.

- We promise to do our best to help you live a life of confidence and contentment. We are proud to serve as your fiduciary; we love what we do and take pride in our high level of client service.

Fees

- Our only compensation comes directly from you through a transparent fee schedule. Our fees are fully disclosed to you, and we do not accept commissions or third-party referral fees. Our fee is an asset-based, tiered structure as outlined below.

Account Asset Value Range		Asset Based Fee
$0.00	$500,000	1.50%
$500,000.01	$1,000,000	1.00%
$1,000,000.01	$3,000,000	0.80%
$3,000,000.01	$5,000,000	0.60%
$5,000,000.01	and greater	0.40%

What We Expect From You

- ☐ I am willing to participate actively in the Collective Wealth Planning process. I understand that each part of the process requires information or participation from me. I promise to stay engaged because I understand the outcome of my plan hinges on my cooperation and involvement.

- ☐ I am willing to delegate the implementation and monitoring of my plan and investments to Collective Wealth Planning. I understand that acting without your input or knowledge may affect your ability to provide appropriate advice. I am hiring you to help me enjoy life more fully, and part of this process requires me to let you do what you do best.

- ☐ I agree to be responsive to emails and phone calls within a reasonable period of time. I understand that many retirement and tax planning issues are time-sensitive.

- ☐ I agree to provide the requested data and documents in a timely fashion. I know that if I leave you waiting, I'm only hurting myself and my plan.

- ☐ I understand that Collective Wealth Planning only accepts clients who agree with their investment philosophy. Diversification is the key to sound investing, and I appreciate this approach. I'm not interested in the latest "hot" investment.

- ☐ I will make myself available for at least one review meeting each year.

- ☐ I understand that Collective Wealth Planning will only provide investment advice backed by meaningful research. It is not time or cost-effective to investigate speculative investments that are based on hearsay and/or riddled with fees.

- ☐ I understand that Collective Wealth Planning utilizes a secure AI meeting notetaker, that meetings will primarily be held on Mondays, Tuesdays, and Wednesdays between 9 am and 5 pm PT and that exceptions are made for extenuating circumstances.

- ☐ I understand that fees are due quarterly and are deducted from my account. Collective Wealth Planning does not receive compensation from any other source.

- ☐ I understand that Brenna Baucum and Collective Wealth Planning take full responsibility for their errors. (We do our best to minimize errors and correct all errors to the best of our ability, but we are far from perfect. Please make us aware of any errors you discover, and we will fix them immediately.)

- ☐ I agree that our relationship needs to be re-evaluated if we ever stop enjoying or respecting one another. (We are committed to living our lives from a place of joy and kindness, and we hope to have long-lasting, healthy relationships with each of our clients.)

- ☐ I understand that all requests for contributions or withdrawals from my accounts will have to be made verbally. While calling the office may sometimes be inconvenient, I understand this added step can help me avoid hasty investment decisions and online scams.

Signature

By signing below, you agree to the engagement standards of partnering with Collective Wealth Planning.

______________________________	______________________________	_______________
Client Signature	Client Name	Date
______________________________	______________________________	_______________
Client Signature	Client Name	Date