

# How Our Fiduciary Standard Protects You



You may have heard media reports about a new fiduciary rule that will go into effect on June 9, 2017. Understandably, you may have questions about how this could impact your accounts. The rule was designed to ensure recommendations made by financial advisors to their clients regarding retirement accounts are always made in the client's best interest.

The good news is that, because your account(s) are managed by Marquette Asset Management, they are not impacted by the fiduciary rule. As a Registered Investment Advisor, we have always been held to the highest fiduciary standard – so enacting the rule, changing it, or even rescinding it doesn't change our status. We have had this high standard in place all along.

## **As your financial advisor, we have been serving you as a fiduciary all along**

A "fiduciary" who manages an investor's assets has a legal and ethical obligation to put the investor's interest first. That means helping clients make decisions in their best interest. This fiduciary standard has always been at the core of our firm's mission and commitment to our clients.

Here's how we protect you and your investments:

- **We always put your needs first.** We are committed to the highest professional and personal standards, and this commitment remains as strong as ever. Our sole focus is on your financial needs and goals and how we can best help you pursue them.
- **We always act in your best interest.** We are committed to putting your needs and goals before those of our firm. We strive to avoid conflicts of interest, and if they arise and are unavoidable, we disclose them to you immediately. We provide a high level of transparency around fees and expenses associated with your account(s), so you always know what you own and what you are paying.
- **We are an independent and objective resource.** As an independent firm, we provide you with objective, unbiased advice based solely on your needs and goals. We provide objective guidance unencumbered by conflicts of interest. We have no vested interest in promoting a particular product or service. Our only interest is in helping you reach your financial goals.

## UNDERSTANDING THE FIDUCIARY STANDARD

In financial services, there have traditionally been two types of regulatory standards: the suitability standard applied to the brokerage world and the fiduciary standard applicable to Registered Investment Advisors and Institutional Trustees.

**The suitability standard** requires only that an investment product or strategy be “suitable” for the investor based on his or her financial objectives and risk comfort level.

**The fiduciary standard** is a higher level of responsibility for the advisor. The fiduciary standard goes beyond suitability and requires that any advice on products and strategies be provided in the best interests of the investor. The fiduciary standard of care requires the advisor to take into consideration whether fees are reasonable, whether there are any conflicts of interest, and whether the investments are adequately diversified.

## OUR COMMITMENT TO YOU

As your advisor, we adhere to the fiduciary standard. In our view, you deserve to always have your needs put first, and the strategies and investments we recommend should align with your needs.

Our fiduciary standard mandates that every recommendation we make be based on your best interest; there are no circumstances in which your interests are not paramount. By adhering to the fiduciary standard, we believe we can provide you with the highest standard of care for all your investment and retirement needs.

## SAFEGUARDING YOUR FINANCIAL DREAMS

When it comes to managing your money, your financial relationships should be built on a foundation of trust, integrity and transparency. Not all firms and advisors adhere to the same legal and regulatory standards.

We remain committed to earning and maintaining your trust through expert advice and effective strategies custom tailored to your unique needs. Our focus remains on serving your interests first and foremost.

## OUR PLEDGE TO THE FIDUCIARY STANDARD

- Always put your best interests first.
- Act with prudence, providing you with the skill, diligence and good judgment of a trusted advisor.
- Provide full and fair disclosure of all important facts.
- Ensure all investment advice and analysis is accurate and complete.
- Avoid conflicts of interest and fairly manage, in the clients' favor, any unavoidable conflicts of interest.



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