

NEWS

FOR INVESTORS

Investing In A Financial Advisor

(NAPSA)—There may be good news for consumers who need investment advice.

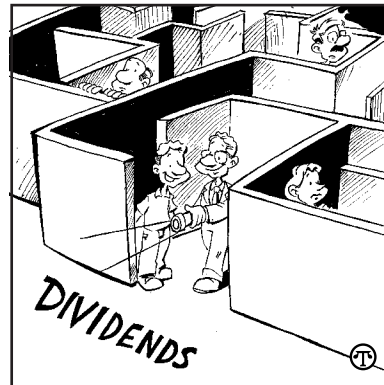
According to recent surveys, when retirement programs such as 401(k) plans and IRAs are included, nearly half of U.S. households have assets invested in the stock market.

Given that these investments often represent a family's financial future, paying for the services of a professional financial advisor may seem like a wise investment.

The problem is how to select such an advisor. Barbara Levin, the executive director of the Forum for Investor Advice, suggests as a first step gathering recommendations from friends and professional contacts. Chances are some of them use the services of a financial advisor they have come to trust.

But once you have several recommendations, what is the next step? Is the advisor who helped Uncle Harry manage his investments the right person for you? Maybe not.

The Forum for Investor Advice has a simple solution: a new publication called *The Scorecard: Finding a Financial Advisor Who's Right for You*. By providing a series of questions, the booklet guides you through the process of finding a financial advisor who's suited to your individual needs and preferences. And, it gives



Many consumers rely on a professional advisor when it comes to making investment decisions.

pointers on how to work effectively with an advisor over time.

The brochure contains three "scorecards," with space to write your answers right in the booklet. The scorecards help you assess:

- Initial interviews with advisor candidates
- Investment recommendations made by the potential advisor
- Periodic review meetings you will have with your chosen advisor

The publication is offered free to investors who call 1 (800) 200-1819. The Forum for Investor Advice is a non-profit organization that helps educate investors about the role and value of full-service financial advisors.