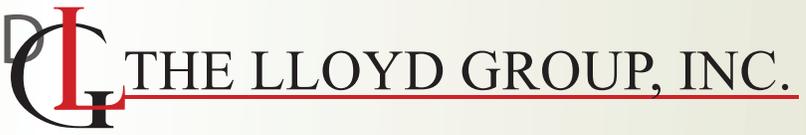


CLIENT BACKGROUND QUESTIONNAIRE



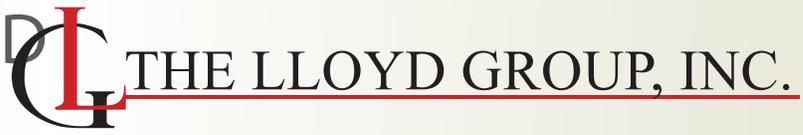
Client Name: _____ Age: _____
 Nickname: _____ Date of Birth: _____
 Date Retired/Planned: _____ Occupation: _____
 Email Address: _____ Favorite Hobby: _____
 Spouse's Name: _____ Age: _____
 Nickname: _____ Date of Birth: _____
 Date Retired/Planned: _____ Occupation: _____
 Email Address: _____ Favorite Hobby: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Phone (Home): _____ (Cell): _____
 Wedding Anniversary: _____ Any Pets? Yes No
 How Did You Hear About Us? _____

Children	Age	State	Grandchildren	Age

Personal Questions

1. Do you have a financial advisor? Yes No 5. Do you have a will? Yes No
 If yes, who? _____ 6. Do you have income from real estate? Yes No
2. Do you have an attorney? Yes No 7. Do you expect to care for a child or a parent? Yes No
3. Do you have an accountant? Yes No 8. Do you expect an inheritance? Yes No
4. Do you have a living trust? Yes No

CLIENT BACKGROUND QUESTIONNAIRE



Please answer the following questions:

1. What do you think a reasonable rate of return is? You _____% Spouse _____%
 2. What percentage or dollar amount of your money would be OK with losing?
You _____% or \$_____ Spouse _____% or \$_____
 3. How much short-term, immediate cash do you want available? You \$_____ Spouse \$_____
 4. Please rank the following items from 1-3 based on what is most important to you. (1 = most important, 2 = important, 3 = least important)
Protection from Loss: _____ Return: _____ Liquidity: _____
 5. What do you want your retirement assets to accomplish? What are the goals for your assets?
You: _____
Spouse: _____
 6. What is the main concern with your assets and retirement nest egg?
You: _____
Spouse: _____
 7. Knowing what you know now, what would you have done differently with your money?
You: _____
Spouse: _____
 8. There are four things you can do with your nest egg. Which two are most important to you and your spouse?
____ Spend it
____ Pass it on to family through inheritance or gifting
____ Purchase financial products with risk of loss to principal
____ Purchase financial products, including insurance products, without the risk of loss to principal
- Insurance products, including annuities, are intended for retirement or other long-term needs. Guarantees are backed by the financial strength of the issuing company. Annuities are not bank or FDIC insured, and may also be subject to restrictions, limitations or early withdrawal fees.*
9. What I REALLY want from my financial coach is:
You: _____
Spouse: _____
 10. How would you want to be remembered?
You: _____
Spouse: _____
 11. Who is the most important in your life?
You: _____
Spouse: _____

We are an independent financial services firm helping individuals create retirement strategies using a variety of investment and insurance products to custom suit their needs and objectives. We do not provide tax or legal advice and encourage all individuals to seek professional guidance regarding decisions about their personal situation.

Advisory services offered through Lloyd Advisory Services, LLC. The Lloyd Group, Inc. and Lloyd Advisory Services, LLC. are affiliated. The Lloyd Group, Inc. is an independent licensed insurance agency.