



# Understanding Your Financial ID

## QUESTIONNAIRE

An optimal wealth management strategy requires a strong understanding of your unique circumstances, goals, and identity. At Stifel, we believe each client should have an investment portfolio tailored specifically to his or her financial identity as well as his or her objectives.

The Stifel Financial ID helps us understand the varied aspects of your financial identity – the traits that influence how you feel about risk, approach financial decisions, and evaluate investment performance – in a robust, scientific, and objective manner. We use this high-resolution picture of you as a starting point for designing an optimal, personalized Investment Portfolio.

### **Responding to the Questionnaire**

Consider your entire wealth, not just the portion Stifel is/would be managing, when answering. The Financial ID is about you, so when responding to the questionnaire, express how you feel as a person, regardless of what portion of your wealth we are managing. The only “correct” answer is the one which feels most comfortable to you. If a question is unclear or vague, respond however you feel best represents your attitudes. Some questions are deliberately ambiguous or emotive to create a strong reaction – so we allow you to indicate strong agreement or disagreement.

### **Give your intuitive, natural response:**

It is important that you answer each question honestly. The more accurate your responses are, the more meaningful our recommendations will be. There is no right or wrong answer, so just respond in the way that feels most natural to you.

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## What is your Financial ID?

When answering the questionnaire, please be as honest as possible. The only “correct” answer is the one that feels most comfortable to you, so if a question is unclear or vague, respond in the way that best reflects your feelings.

	<b>STRONGLY AGREE</b>	<b>AGREE</b>	<b>NEUTRAL</b>	<b>DISAGREE</b>	<b>STRONGLY DISAGREE</b>
1. I would be unhappy with consistent, positive annual returns if I saw that stock markets were doing better.					
2. Compared to an average person, I am informed about investing in general.	Much More	More	About Equally	Less	Much Less
3. Investment managers are able to get better returns than the market average for their investors.					
4. Compared to other people, I am prepared to take higher financial risks.					
5. I am concerned by the amount of tax that would be paid by my estate.					
6. I want my investment manager to be using the most sophisticated techniques available.					
7. I want a greater proportion of my portfolio to be focused on my local stock market.					
8. I prefer to participate in market downturns and upswings rather than receive more consistent annual returns.					
9. I want my investment manager to do the work for me.					
10. I am comfortable committing to investments that result in lower returns if not held long enough.					
11. In order to achieve high returns, I am willing to choose high-risk investments.					
12. I fear for the worst.					
13. I have more experience with investing than the average person.					
14. Even if I experienced a significant loss on an investment, I would still consider making risky investments.					

	<b>STRONGLY AGREE</b>	<b>AGREE</b>	<b>NEUTRAL</b>	<b>DISAGREE</b>	<b>STRONGLY DISAGREE</b>
15. I would be comfortable selling investments to meet my income needs.	Much More	More	About Equally	Less	Much Less
16. Compared to holding cash, buying stocks is too risky.					
17. I have invested a large sum in a risky investment for the excitement of seeing whether it goes up or down in value.					
18. I am not easily bothered by things.					
19. Compared to an average person, I am ____ informed about current financial conditions.	Much More	More	About Equally	Less	Much Less
20. I believe it is worth paying for the skill of an investment manager.					
21. It is likely that I would invest a significant sum in a high-risk investment.					
22. I am concerned that my financial retirement plans are not tax and risk efficient.					
23. I get stressed easily.					
24. I would not feel that my investments were performing well unless they were doing better than the stock market.					
25. Investing in stocks isn't something I do, because it is too risky.					
26. I may have an unforeseen need to withdraw a significant amount of money from my account.					
27. I could trust an investment manager to manage my portfolio effectively.					

	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
28. I am willing to risk a significant amount of my investible wealth in order to get a good return.					
29. I would not put even a small amount of my money into high-risk investments.	Much More	More	About Equally	Less	Much Less
30. I have confidence in my ability to make good financial decisions.					
31. Uncertainty makes me uneasy, anxious, or stressed.					
32. I am a financial risk taker.					
33. I would like to have independent advice about my investments.	Much More	More	About Equally	Less	Much Less
34. I am concerned that aspects of my entire wealth are not aligned with my long-term goals.					
35. I enjoy making speculative investments in specific assets with portions of my wealth.					
36. I have time to review tactical financial opportunities.					

**A note on risk assessments:**

The Stifel Financial ID (SFID) is a proprietary questionnaire which helps us understand an investor's attitudes toward and emotions about investing. We can use a client's Financial ID to help manage his/her/their investing experience. "Risk Attitude" is one of the six dimensions we measure. It is a behavioral assessment of the individual's feelings and appetite for risk. Separately, we use a dedicated Risk Assessment Questionnaire (RAQ), which is an industry-standard requirement, in the process of opening and maintaining any account here at Stifel. The RAQ results in a specific "Risk Tolerance" score, based on such considerations as time horizon, income requirements, and liquidity needs, which is used to describe a specific account's investment objective and to determine the suitability of any given investment for that account. In the situation where a client's Risk Attitude and the Risk Tolerance for that client's account(s) is(are) different, it is important to review them both to determine whether changes in the management of the account are warranted.

*Investing involves risk, including the possible loss of principal invested. Stifel does not guarantee favorable investment outcomes, nor does it provide any guarantee against investment losses. Past performance is not a guarantee of future performance. Asset allocation and diversification do not ensure a profit or protect against loss. Rebalancing may have tax consequences, which you should discuss with your tax advisor.*