



Joseph Kain, CFP™

### Confidential Client Profile

Marcus Kain

#### Identifying your "Investment DNA"

*"A prudent question is one-half of wisdom"*  
--Francis Bacon

*"Seek first to understand, and then to be understood."*  
--Stephen Covey

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

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

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

Address: \_\_\_\_\_

Address: \_\_\_\_\_ Consultant: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

Would you like to receive the weekly e-mail investment commentary?: \_\_\_\_\_ Yes \_\_\_\_\_ No

1. Previous investment experience (circle one): None Limited Experienced

If experienced, please explain: \_\_\_\_\_

2. Compared to other investors, do you consider yourself a sophisticated investor? (circle one):

Yes No Somewhat

3. How much time do you spend reading about investment matters each week? (check one):

- \_\_\_\_\_ As little as possible
- \_\_\_\_\_ Less than 1 hour
- \_\_\_\_\_ 1 to 3 hours
- \_\_\_\_\_ More than 3 hours

4. Do you believe you have any special or unique credentials, which qualify you to comment on investment decisions? (check one):

- \_\_\_\_\_ Yes
- \_\_\_\_\_ No

Please explain: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

5. Are your investment efforts (circle one): Disciplined Sporadic Neglected

6. Do you consider yourself reflective or impulsive when making investment decisions? (check one):

- \_\_\_\_\_ Very reflective
- \_\_\_\_\_ Somewhat reflective
- \_\_\_\_\_ Neither reflective nor impulsive
- \_\_\_\_\_ Somewhat impulsive
- \_\_\_\_\_ Very impulsive

7. Overall in your investment activities, you have (circle one): Made money Lost money



17. How would you like your returns to be characterized?

- Emphasize interest and dividends  
 Emphasize capital gains/appreciation  
 Emphasize total return (i.e., all the above)

18. Which paragraph best fits your investment risk tolerance?

Conservation of capital is primary. Accordingly, the risk level of my/our entire portfolio should be low, although I understand it is still subject to market fluctuation, and can go down.

Investments providing an opportunity for modest growth of capital. While my/our portfolio as a whole should project a generally moderate risk identity, limited use of aggressive/speculative investments is permissible.

Moderately aggressive growth of capital. Therefore, my/our portfolio can accept reasonable exposure to greater volatility in the pursuit of above average, long-term rates of return.

Aggressive growth of capital is important. I/We can accept the commensurate overall volatility associated with an aggressive portfolio.

19. I/we are familiar with the following types of investments and their associated risks:

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Money Market Funds      | <input type="checkbox"/> Government Bonds | <input type="checkbox"/> Convertible Bonds  |
| <input type="checkbox"/> Certificates of Deposit | <input type="checkbox"/> Municipal Bonds  | <input type="checkbox"/> Blue Chip Stocks   |
| <input type="checkbox"/> Corporate Bonds         | <input type="checkbox"/> OTC Stocks       | <input type="checkbox"/> Speculative Stocks |

20. Compared to other people you know, how would you rate your ability to tolerate the stress associated with important financial matters? (circle one):

Low                      Average                      High

21. When you hear someone talking about a "long term holding," they likely mean:

- |                     |                      |
|---------------------|----------------------|
| a. One year         | b. Two to five years |
| c. Six to ten years | d. Until retirement  |
| e. Forever          | f. Don't know        |

22. If you bought a stock that suddenly declined 50 percent, would you:

- |                               |                           |
|-------------------------------|---------------------------|
| a. Sell it                    | b. Buy more               |
| c. Hold on until you got even | d. Consult a professional |
| e. Contact the company        | f. Not know what to do    |

23. If you lost money in the stock market, would you:

- |   |   |
|---|---|
| a. Not tell anyone                        | b. Discuss it with your family              |
| c. Ignore the loss                        | d. Try to make it up as quickly as possible |
| e. Talk it over with my financial adviser |   |

24. Desired **Overall Risk Tolerance** for my/our portfolio (circle one). In answering this question, you are factoring in your age, financial position, income needs and selecting the overall portfolio that meets your specific objectives:

- a) High Risk (a mix of stocks/equity-type securities with substantial appreciation potential and potential for volatility/fluctuation, where the account will grow in value with protection from inflation)  
b) Medium risk (a mix of equity and fixed income securities with moderate/limited appreciation potential, volatility/fluctuation in price and some inflation protection.)  
c) Low risk (principally fixed income securities with limited/no appreciation potential and virtually no inflation protection)



33. I/we would rather invest in (check one):

A diversified mix of securities that appear to be attractive based upon SAM's investment analysis, and have the potential for appreciation. If I/we are receiving a monthly income the portfolio is structured to earn a rate of return in excess of my/our withdrawal rate. I/we understand that the portfolio will fluctuate in value and could reduce the investment principal, especially if I/We do not reduce our withdrawal rate.

A mix of securities that mainly offer preservation of principal with little to no chance of appreciation or inflation protection. Also, if I/we are receiving a monthly income, the portfolio is structured mainly for safety of principal and its rate of return may not meet/cover my/our withdrawal rate. As a result, I/we are aware that my/our principal may be eroded over time.

Reason for selection: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

34. What is the minimum time you are willing to give Sunflower in judging your portfolio's performance? (circle one):

|-----Years-----|  
 3-4    5-6    7+

35. I/we consider a satisfactory rate of return on my/our funds:

4-7% annualized over 5 years       14-16% annualized over 5 years  
 8-10% annualized over 5 years       17% + annualized over 5 years  
 11-13% annualized over 5 years

The S&P 500 has averaged 9.83% for the period 1/1/1928 to 12/31/2002. Therefore, if your goal is an annualized return above the historic market, you must be able to assume higher risk and volatility with your portfolio. Higher risk translates into a greater chance of higher losses, especially over a relatively short time period (such as 1 – 2 years). *Please refer to question 21 when making selection above.*

36. If your desired investment objective were 12% per year over 6 years, would you find either of the following portfolio performances unacceptable?

	Beginning Value	Year 1	Year 2	Rate of Return				Ending Value	Average Annual Return
				Year 3	Year 4	Year 5	Year 6		
Portfolio A	\$500,000	-25%	20%	40%	30%	-10%	36%	\$1,000,000	12.00%
Portfolio B	\$500,000	12%	12%	12%	12%	12%	12%	\$1,000,000	12.00%

Yes  
 No

If yes, please explain: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

37. If you reach your desired rate of return over the time period as selected in question #35, will you be satisfied with the results regardless of what the overall markets did for the same period?

Yes     No

If no, please explain: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

38. Sunflower provides monthly brokerage statements (or quarterly mutual fund statements), weekly web commentaries, quarterly SAM newsletters, and semi-annual portfolio performance reports to clients. Do you agree that this is satisfactory for communication purposes?

\_\_\_\_\_ Yes  
\_\_\_\_\_ No

If no, please explain: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

39. Do you have a “special needs” child or family member?

\_\_\_\_\_ Yes  
\_\_\_\_\_ No

If yes, please explain: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

40. What is important to you about money?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

41. Have you ever filed a lawsuit or complaint against anyone in the securities industry? \_\_\_\_\_

**IMPORTANT—Please read the following statement carefully: I/We agree to notify Sunflower, in writing, within 30 days of purchase, if I/We believe a security purchased is “unsuitable”.**

**Initial to agree: \_\_\_\_\_ & \_\_\_\_\_**

**NOTE: Below or on an attached sheet, please provide a listing of your current financial assets and liabilities.**