

## Fiduciary Standard

The fiduciary duty standard is a much higher standard than that of suitability. It is generally considered the highest legal duty one party can have over another. Under the Investment Advisors Act of 1940, Registered Investment Advisor firms must meet suitability standards and fiduciary obligation. They must act with the utmost good faith in their client's best interests. For example, if the advisor knows of a comparable lower-cost option, he or she is obligated to select it on behalf of the client.

## Suitability Standard

Defined by the National Association of Securities Dealers (NASD), the suitability standard requires that a product or service must meet the standard of being suitable for an investor—it does not have to be in his or her best interest. For example, a brokerage firm is not required to obtain the best execution pricing for trades. It can sell similarly suitable funds that cost the investor more, but provide higher commissions or meet sales production quotas.

## Come see the Winch difference!

Founded in the heart of Appleton, Wisconsin by Christina Winch more than 30 years ago, Winch Financial has become a nationally recognized, full service financial planning firm.

Our holistic approach to portfolio management begins over a cup of coffee. We offer active portfolio management based on our proprietary strategies. We factor in risk tolerance, budgetary concerns and retirement goals and then we put together a plan that meets those needs.

We provide traditional financial advice including financial planning, insurance, retirement planning, college education planning, business succession planning, tax management, estate planning, charitable giving and of course, investment management.

At Winch Financial we take the time to get to know you so we can tailor our services to meet your needs. As independent advisors, we honor our **fiduciary duty** to our clients. We offer our clients a secure environment to protect and actively grow investments accumulated in a lifetime. We advocate diversity, not only among stocks but also among other asset classes.

While many of our clients reside here with us in the Fox Cities, others seek our advice from as far away as Seattle, Washington and Austin, Texas. From our roots in the Valley, Winch Financial has become a national full-service firm.