

Welcome to RWA Financial Advisors: Your Path to a Secure Financial Future

Greetings! I'm Bob Rubin, and today I want to shed light on a crucial distinction that every potential client should be aware of: the difference between the fiduciary and suitability standards when choosing a financial advisor. At RWA, we believe in empowering you with the knowledge that can significantly impact your financial well-being. Let's explore the advantages of the fiduciary standard and why it is truly in your best interest.

Understanding the Suitability Standard: A Legal Minimum

When you work with a broker adhering to the suitability standard, they can recommend financial products that are suitable for your profile based on various factors. However, "suitable" doesn't necessarily mean it's the best option for you. It's merely a minimum requirement that fails to provide the necessary protection and transparency for your financial future. We believe you deserve better.

Embracing the Fiduciary Standard: Our Commitment to You

At RWA, we operate under the fiduciary standard, a higher ethical obligation that goes beyond mere suitability. Our duty is to recommend investments that we genuinely believe are in your best interest, with no conflicts of interest. Your financial well-being is our priority, and we take this commitment seriously.

Putting Theory into Practice: A Practical Example

Let's bring this distinction to life with an example. Imagine two investment options emerge based on your profile: one offering enticing commissions for the broker but not necessarily the best choice for you, and the other option, which benefits you the most but offers less compensation for the broker. A fiduciary advisor will recommend the latter—the option that truly serves your best interests. This aligns with our mission: to help you reach your financial goals with integrity.

Unveiling Misleading Titles: Be Informed

Some brokers may call themselves advisors while still operating under the suitability standard. Additionally, major banks and broker-dealers may resist fiduciary standards to prioritize their own interests. At RWA, we believe in transparency, and we want you to know your rights and options.

Empowering Clients: Know Your Advisor's Standard

To safeguard your financial interests, always inquire about your advisor's operating standard. Ask whether they work under a fiduciary or suitability standard. If you seek a secure financial future aligned with your goals, choosing an advisor adhering to the fiduciary standard is the only choice.

The Bottom Line: Your Financial Future Matters

Understanding the distinction between fiduciary and suitability standards is vital for anyone seeking financial advice. At RWA, we put you first, committed to providing guidance that truly benefits you. Should you have any questions or concerns, feel free to reach out to me directly via email below. Your financial well-being is our priority, and we look forward to assisting you on your path to a secure financial future.