



Date: _____

WHAT BROUGHT YOU HERE? (Check all that apply.)

- AJC Bargain Hunter Blog
- Atlanta Magazine
- Atlanta Opera Playbill
- Billboard
- Dunwoody Crier
- Fidelity
- Fox Theatre Playbill
- Google Ad
- Internet
- "Money Matters" Show
- Newsletter
- Sandy Springs/Dunwoody Reporter

Yahoo Ad

Local Event

If so, what event? _____

Referral Yes No

If yes, by whom? _____

Other: _____

Would you like to sign up for our eNewsletter? Yes No

Name: _____

Email: _____

CLIENT INFORMATION

Client A	
Name: _____	Cell Phone: _____
Home Address: _____	Preferred Email: _____
_____	Occupation: _____
_____	Employer: _____
Home Phone: _____	Birthday: _____
Work Phone: _____	Desired Retirement Age: _____



CAPITAL
INVESTMENT
Advisors

Advisor: _____

CALI: _____

Client B	
Name: _____	Occupation: _____
Work Phone: _____	Employer: _____
Cell Phone: _____	Birthday: _____
Preferred Email: _____	Desired Retirement Age: _____

Children:	Age:

INCOME

	Client A	Client B	Totals
Salary			
Pension			
Social Security			
Other			
Total income:			



Goals and Objectives

Real Estate

Primary Resident:

Other:

Debt

Credit Card

Auto

Home Equity

Other

Estate plans

Wills?

Trusts?

Insurance

(Life, Disability, LTC)

Policy Holder

Type

Amount

Notes

Investments

(401K, Roth, IRA, Brokerage, Trust)

Account holder	Type	Amount	Notes
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H or W

H or W

H or W

H or W

H or W

H or W

H or W

H or W

Retirement Income

Estimated monthly needs:

Monthly retirement income:

Shortfall/Surplus:

Risk Tolerance

Discuss risk tolerance with the client.

*Explain terms such as **Volatility, Loss of Principle, Longevity, Inflation, Time Horizon***

After your discussion, indicate the clients risk level based on return expectations below:

Potential Annual Investment Gain	2%	5%	15%	35%	50%
Potential Annual Investment Loss	0%	-5%	-10%	-20%	-30%

Conservative	Moderate	Aggressive
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