



Weatherby & Associates, PC Counselors at Law

Helping Families Preserve and Protect Assets and Values

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THOUGHT THEY'D LIKE TO SEE THIS

Selecting the financial services professionals your client's work with is a difficult task. Aside from reputation and degrees or designations, how would they choose to work with one person over another?

I believe that one of the most important factors that should be considered with respect to the professionals they choose to work with is ethics. At no time in history has ethical conduct been more important than it is today.

I wanted to share with your clients some of my thoughts about the topic.

I believe that the hallmarks of an ethical professional are:

- A primary commitment to the interest of the client,
- Possession of expert and continually updated knowledge,
- Self regulation (in addition to compliance with state and federal rules and the ethical standards of my profession), and
- Awareness of the long-term consequences of my actions - or inactions.

I believe it is essential for me to, among other things:

- keep up-to-date in my field and stay current in related fields,
- continually improve my professional knowledge, skill, and competence
- keep abreast of changing economic conditions and legislative developments that may affect my clients' plans
- be fair and honest in dealings with the IRS and other governmental bodies
- understand the specific facts and circumstances of my clients, their family, business, beneficiaries, and their needs and objectives
- do what is required in a reasonably prompt manner
- return phone calls or answer letters or e-mails quickly
- examine the pros and cons of viable alternatives to the solutions presented and provide my clients with the opportunity to select among various choices, possibilities, and consequences.
- keep my clients informed on a regular basis of economic and legal changes that may impact on their plans.
- protect the confidentiality of information I am given.
- avoid conflicts of interest.
- extend courtesy and share appropriate information with my clients' other professionals.

AS ALWAYS, PLEASE FEEL FREE TO CALL TO DISCUSS THESE THOUGHTS OR OTHER TOPICS OF INTEREST

Sincerely,

Weatherby & Associates, PC

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