

## **“Is My Financial Advisor Worth The Fees They Charge?”**

*By Justin Floyd*

*Dated: Sep 07, 2010*

*Investment Performance Evaluations Inc. has pioneered a proprietary web based service, [www.GradeMyAdvisor.com](http://www.GradeMyAdvisor.com) (GMA), for grading the investment performance of financial advisors.*

[www.GradeMyAdvisor.com](http://www.GradeMyAdvisor.com) will be the first service in the world to bring institutional grade investment performance measurement to the retail sector. Today it announced it has partnered with JCF Consulting Inc. and JCF Capital Advisors, LLC to secure \$750,000 in angel funds to finance its continued expansion and client acquisition efforts.

About 35,000 US companies with combined annual revenue of over \$200 billion provide investment advice to individuals and businesses. There are between 600,000 (SIA) and 650,000 (NASD) registered representatives overseeing 45,000,000 professionally managed portfolios in the USA and over 70,000,000 globally. Many citizens turn to a financial advisor for wealth management services to secure their retirement nest eggs. Until now, retail investors had no objective way of knowing if their financial advisor was worth the fees they paid them.

The core service answers the question “Is my advisor worth the fees they charge?” It is cost prohibitive (due to FINRA regulations) for advisors to publish a performance track record like a mutual fund does. Advisors whose clients receive a positive GMA report will have a huge advantage in attracting new client referrals as they will have an advocate of their service with independent third-party documentation of their performance that does not breach FINRA regulations.

Using the data collected from this service, GMA will create the world’s first and only database of Financial Advisor performance data and will be able to sell it to investors looking for a financial advisor – in this regard, GMA will operate as the “Morningstar of Financial Advisors.” GMA will also act as a professional “introducing relationship broker” between investors and Financial Advisors. Investors will have the opportunity to interview Financial Advisors chosen from the performance database, while Financial Advisors will have the opportunity at securing new business leads.

GradeMyAdvisor.com was formed by veteran investment professionals who have worked in management roles for investment firms in Chicago, Washington D.C, Houston, London, and Switzerland, who want to ensure that every financial advisor be skilled enough to earn the fees they charge. GradeMyAdvisor.com helps determine if an investment advisor's recommendations are adding or subtracting value from a retirement portfolio.

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JCF Consulting Inc. is a management consulting firm and JCF Capital Advisors, LLC is a capital advisory group with a vast network of angel capital, family office, venture capital, private equity, and institutional investors. Our investor network reach extends to over 950 angel capital groups, 20,000 angel investors, 750 family offices with \$150B of assets under management, and over 4,300 venture capital and private equity firms.

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