

Application for Financial Advisory Listing/Advertising on The White Coat Investor Website

Personal and Firm Information

Your Name: Ryan Kelly, CFP®

Name of Firm: RFK Capital Management

Insert link to your website: www.rfkcap.com

Insert link to your ADV2:

https://adviserinfo.sec.gov/IAPD/Content/Common/crd_iapd_Brochure.aspx?BRCHR_VRSN_ID=562310

Which services do you provide:

Financial Planning ✓

Investment Management

Both

Other services (please list): Investment Advice for DIY Investors

Years of financial experience: 11

Years of experience with financial planning or investment management for individuals: 11

Years your firm been in business: 1

Which of the following designations do you hold (Check all that apply):

CFA

CFP ✓

ChFC

CLU

CPA

PFS

EA

MBA

BS or MS in finance related field ✓ B.S. in Finance

Other (please list):

Have you had any events in the past that are reportable to regulatory agencies? If so, please attach explanation. No

Have any of your former clients sued you? What was the outcome? Please attach explanation. No

Are you currently involved in a lawsuit by a client or former client? Please attach explanation. No

Fee Structure

How do you get paid (check all that apply):

Commissions on investment products

Commissions on insurance products

Hourly rate ✓

Annual retainer

Flat fee for financial plan ✓

AUM Fee

Other (Please list):

How much do you charge? Please list your fee structure. If there is a range of possible fees readers can expect to pay, what is the range and what determines where in the range they would fall. If you use AUM fees, be sure to list what a reader would pay with \$100K, \$500K, \$1M, and \$2M in assets.

I do not manage assets. My fees are as follows:

DIY Investing Service. I charge a \$1,400 flat, onetime fee for my DIY Investing Service. Clients receive a personalized financial plan, a personalized investment policy statement, and assistance in becoming an effective DIY Investor using broadly diversified, low-cost index funds. Clients also receive one year of follow-up questions/advice at no additional charge.

Hourly Advice. I charge \$125/hour for hourly advice.

What is the minimum amount of assets required for you to take a client?

No minimum in terms of assets. However, my DIY Investing Service would not be helpful to those who are not able or ready to save at least 5% of their income.

If you receive payment for insurance product commissions, what percentage of your business revenue do they make up?

I'm a fee-only, advice-only advisor. I don't accept commissions and I don't manage assets.

Do you consider yourself a fiduciary? Yes.

Do you routinely sign a fiduciary agreement with clients?

Our financial planning agreement emphasizes our commitment to act as a fiduciary.

Investment Philosophy

Do you use tactical asset allocation? If so, please explain your process.

No.

Do you believe you can time the market sufficiently well to beat a comparable low-cost index fund after fees?

No.

Do you pick individual stocks for clients?

No.

Do you believe most physicians should own a cash value life insurance policy of any type? If so, what type and why?

No.

Do you believe you can select mutual fund managers who can beat an index fund in the same asset class over the long term going forward?

No.

What percentage of a typical client portfolio would you place into actively managed mutual funds or ETFs?

I do not recommend actively managed funds. I do often recommend the ETF shares of broadly diversified, low-cost index funds (especially in taxable brokerage accounts).

What role do fees play in your selection of individual investments?

Very important role. I recommend broadly diversified, low-cost index funds. I prefer U.S. stock index funds with an expense ratio below 0.06%, international stock index funds with an expense ratio below 0.15%, and U.S. bond index funds with an expense ratio below 0.10%.

I also avoid recommending index funds that are too aggressive with securities lending.

What fund companies do you routinely use? (Check all that apply)

Vanguard ✓

DFA

Bridgeway

iShares

Other (Please list): If the client's custodian is Schwab, I'll usually recommend Schwab index funds.

Do you routinely engage in tax-loss harvesting for clients in their taxable accounts?

I don't because I don't manage assets; I also don't recommend tax-loss harvesting for my DIY clients.

I believe high-income investors should first max out their contributions to all available retirement accounts. If the investor is then able to contribute to a taxable brokerage account, I recommend those contributions be invested in broadly diversified, low-cost ETFs. I believe the ETF investments should be bought and passively held and used as part of an estate planning and charitable giving strategy. I think devoting time and energy to tax-loss harvesting can often do more harm than good. I also believe robo-advisors and financial advisors are using tax-loss harvesting to justify their fees.

Physician Specific Issues

How many physicians and/or dentists are you currently advising? (i.e. managed assets of or met with in the last year):

As of August 2019, I have completed my DIY Investing Service or offered hourly advice to eight physicians/dentists. I have also completed my DIY Investing Service or offered hourly advice for other high-income professionals.

What do you feel is your biggest value-add for a doctor?

I think my biggest value is that I offer an affordable, low-cost service that provides my physician clients with a solid financial foundation and helps them capture long-term stock and bond market returns (because I don't charge ongoing management fees and help them manage their own investments).

Do you consider yourself qualified to give high-quality advice on all of the following student loan related issues: IBR, PAYE, REPAYE, PSLF, deferment, forbearance, and student loan refinancing? Why or why not? Is this advice included in your regular fees listed above?

I continue to study and educate myself on student loan related issues. However, for complex student loan issues, I refer my clients to a true specialist--one of the recommended student loan advisors listed on the WCI website. I do help my clients think through the critical issues and prepare to get the most out of their student loan consultation meetings.

Since my DIY Investing Service is a onetime fee of \$1,400, I feel it allows my physician clients to allocate \$150 to \$500 to receive student loan advice from a true specialist.

How many clients have you assisted with a Backdoor Roth IRA in the last year? 2.

For clients wanting to do a Backdoor Roth IRA, I recommend opening the traditional IRA and Roth IRA at E Trade. At my previous firm, I worked with E Trade's Platinum RIA Team. My DIY Clients with accounts at E Trade can call the Platinum Group for implementation help, including help with Backdoor Roth IRA administrative matters. I can also provide guidance and support where needed.

E Trade now offers many Vanguard Funds commission free.

Which of the following accounts do you consider yourself an expert on? (check all that apply)

401(k) ✓

403(b) ✓

457(b)

Individual 401(k) ✓

SEP-IRA ✓

SIMPLE IRA

Traditional IRA ✓

Roth IRA ✓

HSA ✓

Profit-sharing Plan

Defined Benefit/Cash Balance Plan

Others (Please list): I also advise my clients on effective cash management and help them get the most out of their emergency fund savings.

What steps do you proactively take in a market downturn to improve investor behavior?

I don't manage assets, and I don't charge annual retainer fees for an ongoing relationship with the client. However, I try my best to teach my clients the principles of long-term investing success.

I encourage my clients to read what John Bogle has written about the difference between long-term investment returns and short-term speculative returns. I believe this helps my clients understand the need to always take the long view.

Since I primarily work with younger investors (younger than 40 years old) I emphasize that a bear market or market correction is a blessing in disguise for those still in the "accumulation" phase of the retirement lifecycle. It allows the investor to buy stocks at cheaper prices.

Anything else that you would like me to take into consideration with regards to your application?
(Attach additional documentation as desired)

I believe my advice-only/DIY model is the right model for most physicians. It allows my clients to receive advice on important financial planning decisions that need to be made, and to become effective DIY Investors using low-cost index funds. I love working under this model, but it does require a leap of faith as I will need to bring in 50+ new DIY clients every year, perpetually.

I plan on keeping my DIY Investing Service fee at \$1,400 through the end of 2020. I hope there is enough demand for me to raise the fee in 2021 to around \$2,000 which would help the long-term sustainability of my business. I'm committed to keeping the fee affordable.