

Would you expect your butcher to recommend a veggie plate?

MEAT IS GOOD FOOD AND CAN BE PART OF A HEALTHY DIET. A trusted and reliable butcher at your local market can be very helpful in choosing the best cut of the day.

YOUR BUTCHER IS NOT YOUR DIETICIAN. He may know the world of meat, and follow a slew of state and federal regulations designed to protect consumers. But his job is to sell you meat. He's not your dietician whose job is to look out for you. He's not supposed to recommend the calories and nutrients you need. He's not supposed to put your nutritional interests first.

IT'S THE SAME WITH INVESTMENTS. With a *brokerage account*, you may expect your broker to provide advice that's incidental to his brokerage services.

Beginning July 22, the Securities and Exchange Commission requires brokers to disclose a simple fact; i.e., that brokers are brokers. "Our interest may not be the same as yours" and "sometimes we are paid by people who compensate us based on what you buy." *Advisory accounts* are different. In an advisory account your investment advisor or financial planner must put your interests first. Period.

DON'T BE FOOLED. You don't expect your butcher to recommend a veggie plate. Likewise, don't expect advice that puts your interests first when you have a brokerage account. But, do expect your financial planner or investment advisor to put your interests first when you have an advisory account. It's the law.

Know the difference. It's your financial health.

For more information on "It's your financial health" contact:

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