1. Why did you decide to leave [Prior Firm], and why didn't you tell us it was going to happen?

2. Why did you choose [New Firm], and what can you tell me about its track record?

3. How long will my accounts take to transfer over, and how will I know when it's done?

4. What happens to all my account history? Will my cost basis transfer?

5. Why do I need to provide all my personal and financial information to you again?

6. Why are advisors from [Prior Firm] calling me? Is what they're saying true?

7. Who do I call if you're not available? What happens when you're on vacation?

8. What happens to my accounts if something happens to you?

9. Will my periodic transactions be interrupted? How do I make sure I get my money?

10. Will my fee change? How and when will my accounts be billed?

www.advisortransitionservices.com