

# Working with a Baird Certified Financial Planner (CFP®)

This document contains important information for current or prospective clients (each a “client” or “you”) of Robert W. Baird & Co. Incorporated (“Baird”, “we” or “us”) if and when working with a Baird Financial Advisor or other Baird representative that holds a Certified Financial Planner designation (each a “CFP Professional”). Because not all Baird representatives hold a CFP designation, please ask your Baird representative if he or she is a CFP Professional or go to [www.cfp.net](http://www.cfp.net) and click the “Find A CFP Professional” link to verify.

**Please note this document is incomplete without reference to the other documents identified that contain important information about the topics referenced in this document. These documents include the Client Relationship Summary, Client Relationship Details document, Client Relationship Agreement or other agreement with Baird, and, if applicable, the Advisory Program Supplement and Baird’s Form ADV Part 2A Brochure for the investment advisory programs or services you select. Please carefully review these documents. You may obtain a copy of these documents by visiting [bairdwealth.com/retailinvestor](http://bairdwealth.com/retailinvestor) or by contacting your CFP Professional.**

## 1. Baird Private Wealth Management Services

As a broker-dealer and investment adviser registered with the Securities and Exchange Commission, we provide brokerage and investment advisory services to clients through our Private Wealth Management business.

### (a) Advisory Services

We offer a number of advisory programs and services. A detailed discussion of our advisory products and services and the related fees and costs associated with such products and services can be found in the document titled *Client Relationship Details*, your Client Relationship Agreement (including the Advisory Program Supplement) or other agreement with Baird, the applicable Advisory Program Schedule, Baird’s ADV Part 2A Brochure for the program or service, and by contacting your Baird Financial Advisor.

### (b) Brokerage Services

We also offer brokerage services. A detailed discussion of the fees and other costs associated with our brokerage services can be found in the document titled *Client Relationship Details* and in your Client Relationship Agreement or other agreement with Baird.

### (c) Financial Planning Services

The fact that a CFP Professional holds a Certified Financial Planner designation does not necessarily mean that they will develop a financial plan or provide financial planning services to you, although planning services will be available upon request. We may provide planning services as a standalone advisory service, as a part of the fee charged for other advisory services or as “incidental to” brokerage services provided to you. The advisory fee for standalone financial planning is typically a flat dollar amount. The terms of any financial planning services, including the scope of engagement, applicable limitations and the period during which services will be provided will be as set forth in your financial plan, Client Relationship Agreement or other agreement you have with Baird and, if any, the Advisory Program Supplement, advisory program schedule and Baird’s ADV Part 2A Brochure for the program or service.

## 2. About Your Baird CFP® Professional

CFP Professionals are required to meet the educational and professional experience requirements set by the CFP Board. They are

also required to demonstrate their proficiency by passing the CFP Certification Examination and pass the CFP Board’s Candidate Fitness Standards. A summary of your CFP Professional’s related experience is available at [www.locatebaird.com/](http://www.locatebaird.com/).

For information about public disciplinary history and bankruptcies involving securities industry professionals, please see FINRA’s BrokerCheck website at <http://brokercheck.finra.org/>. Your CFP Professional may also be required to provide you, either verbally or in writing, with additional important information about him or her in addition to the information contained in this document or on FINRA’s BrokerCheck website to the extent required by CFP Board rules.

Baird Financial Advisors, including those who are CFP Professionals, are generally compensated based upon a percentage of the Financial Advisor’s total production, which primarily consists of the total advisory fees, financial planning fees, commissions and other transaction-based fees (including trail and other fees) paid to us by clients for whom the Financial Advisor is responsible. Compensation for branch support associates, such as Associate Financial Advisors, PWM Financial Planners, Senior Client Specialists and Client Specialists, including those who are CFP Professionals, primarily consists of salary, bonuses based on their individual performance and the performance of the firm and, in some cases, a portion of the Financial Advisor’s production-based earnings. Branch support associates are also given bonuses for obtaining certain professional designations, such as the CFP. For more information, please see the document titled *Client Relationship Details* and Baird’s ADV Part 2A Brochure.

## 3. Conflicts of Interest

Our products and services present certain conflicts of interest. For example, some of the investment products available to you are proprietary or managed or sponsored by affiliates of Baird (“Related Parties”), including Hilliard Lyons Trust Company, LLC (“HLT”). HLT offers investment management and trust services. Your Baird Financial Advisor receives an on-going relationship management fee for referring business to HLT and that on-going fee can be a material portion of the fee payable to HLT. Compensation for HLT associates (including CFP associates) primarily consists of salary and bonuses based on individual and firm performance and profitability.

In addition, Baird maintains alliances with certain third party service providers pursuant to which a referral fee is paid to Baird that may be shared with Baird Financial Advisors (“Alliance Partners”). Baird Financial Advisors receive special compensation for referring you to Related Parties and Alliance Partners. More detailed information about potential conflicts of interest is contained in the document titled *Client Relationship Details*. Further information about conflicts related to our advisory programs and services is provided in Baird’s ADV Part 2A Brochure for the program or service, which is delivered to you upon enrollment in the advisory program or service and is available free of charge upon request.

## 4. Privacy Statement

Baird treats Client information as confidential and recognizes the importance of protecting access to it. A copy of Baird’s Privacy Statement will be provided at the time of engagement is available at [bairdwealth.com/retailinvestor](http://bairdwealth.com/retailinvestor) or upon request.