

Hilarious Spoof of Modern Day Brokers

Saturday Night Live ran a hilarious sketch about a broker who is completely honest with a group of people in a town hall meeting. The broker is calm, cool, and collected as he tells them how he doesn't really care and he is actively working against their best interest. The reaction of the audience is quite funny.

The difference between a broker at a brokerage firm and a Fee Only Advisor is that a Fee Only (Registered Investment Advisor) agrees to put your best interest first, to be your FIDUCIARY. The word Fiduciary to a broker is like kryptonite to Superman.

To view the skit from *Saturday Night Live* please click (CONTROL + CLICK) below:

[Straight Talk – Stock Market](#)

(FROM FOOL.COM) Comedy shows such as *Saturday Night Live* work because, even in their warped way, the skits are believable. *SNL* faux commercials, featuring a fictional broker called Grayson-Moorehead. The pitch begins with an elder gentleman -- nattily dressed and comfortably surrounded by leather chairs and a roaring fireplace -- explaining the dedication of his firm's experienced team and traditional Wall Street investing approaches. Terms such as "[dividend growth](#)" and "[return on equity](#)" are bandied about. It's almost exactly like one of those brokerage come-ons you'll find every 15 minutes on CNBC. And that's when the hook lands.

With perfect comedic timing, the pitchman leans into the camera and whispers in an authoritative tone: "At Grayson-Moorehead, we do things a little *differently*." Indeed. Apparently, Grayson-Moorehead specializes in investing in important companies doing important things. No, we're not talking about **General Electric** (NYSE: [GE](#)) or **Microsoft** (Nasdaq: [MSFT](#)). More like the **Goliath Extra-Large Cell Phone Company** (Ticker: THUD) and now-bankrupt **Enron**. These and other firms were said to be part of the firm's signature **Tax-Advantaged Select Growth Fund** (Ticker: OOPS), the pitchman says as he fixes a drink that most assuredly includes finely aged bourbon. But there's bad news here, too: \$100,000 invested would have been lost within five years and left the client with a whopping \$840,000 tax bill. So much for "tax-advantaged," eh?

The so-called ad ends with a tribute to former President Theodore Roosevelt, who urged Americans to dare mighty deeds at the risk of ultimate failure. The pitchman compares Grayson-Moorehead's clients to those who followed Roosevelt's creed, happily tasting defeat rather than sitting idle. No wonder the tagline for the faux firm says Grayson-Moorehead has been "losing its clients' money with dignity and pride since 1926." I couldn't help but laugh out loud, because it all seemed too true to be an *SNL* skit.