

Conflicts of Interest

Clients are told verbally and in the written contract that applicant's related persons will make a commission on securities and insurance transactions if clients choose to have related persons implement the advice for commissions instead of fees. Investment advice may include positions in which the related person may have a position. However, related persons are prohibited from engaging in transactions in which related person would profit from providing investment advice to clients. Clients wishing to implement the advice of applicant's associated persons are free to select any broker they wish and are so informed. If the clients wish to have the associated persons implement the advice in their capacity as registered representatives, their broker/dealer, SII Investments, Inc., (SII), will be used. SII has a wide range of approved securities products for which SII performs due diligence in selection. The registered representatives are required to adhere to these products when implementing securities transactions through SII. Commissions charged for these products may be higher or lower than commissions clients may be able to obtain if transactions were implemented through another broker/dealer. The associated persons may receive a 12(b)1 fee from some investment companies. Research from Morningstar, Standard & Poors, Investors Business Daily and Wall Street Journal is used to service both commission based and fee based clients.

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Federally Registered Investment Advisor

DISCLOSURE STATEMENT BROCHURE

Financial Planning Services

*Providing Objective Financial Planning and
Investment Advice Since 1970*

Investment, Estate & Retirement Plan Advisory Services

Our Corporate Headquarters

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Branch Offices

Cherry Hill, NJ

Rancocas, NJ

Springfield, NJ

Toms River, NJ

Rosemont, PA

Stroudsburg, PA

We provide various levels of comprehensive personal financial planning for a fixed fee, as well as various specialized analyses billed on a time and disbursements basis. We also provide quarterly performance reports for assets under management based on a fee schedule. Generally, we do not manage accounts on a discretionary basis and never hold personal securities or client funds of any kind.

*Securities offered through SII Investments, Inc.
Member FINRA/SIPC*

Haddon Financial Group, Inc. does not provide tax or legal advice.
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Advisors Education & Experience

Most of the persons associated with applicant have completed Series 6, 7, 63, 24 & 65 and many have completed or enrolled for any of the following professional designations: ChFC, CFP®, CPA, CLU, MBA, Enrolled Actuary and CPC. Many HFG advisors have experience in related fields, such as business, finance, insurance, employee benefits and estate, financial and retirement planning. **Education and Business Affiliations of our associates are available upon request. All associates are licensed to handle life and health insurance matters.*

As a Federally Registered Advisor, our firm is required to file with the Securities and Exchange Commission and numerous states to make the information contained in the registration available to actual and prospective advisory clients. This is a summary of information related to financial planning investment advisory activity. This information is referred to as a “Brochure”.

Comprehensive Financial Planning

Comprehensive personal financial planning is provided to clients pursuant to a written agreement and fee schedule. In general, the client agrees to complete our questionnaire and provide other relevant information and authorizations. We agree to prepare a written plan, which describes the current situation, identifies needs and opportunities, and makes recommendations designed to help the client achieve his or her goals. Comprehensive personal financial planning is primarily an analytical process designed to help the client articulate and quantify goals, organize financial data, identify needs and opportunities, and evaluate alternative courses of action. It includes an analysis of current net worth, income taxes, cash flow, investments, employee benefits, estate tax and gift tax planning and risk management. Attention is directed toward restructuring existing assets to achieve the planning objectives. For example, a plan might recommend that particular security(ies) be sold to realize a tax loss, provide diversification, or change from a growth-related investment to an income related investment. While comprehensive financial planning includes investment advice concerning securities, it also includes investment advice with respect to products that may not constitute “securities”, such as certificates of deposit, life insurance, annuities, and real estate, which also takes into consideration tax and estate planning issues that may not constitute “investment advice”.

Planning For Your Specialized Needs

Analysis A la Carte

In addition to comprehensive financial planning, we provide specialized services that focus on particular client needs:

Risk Management

- Analysis of life, health, disability & liability insurance
- Estate liquidity and survivor income analysis

Employee Benefits Consulting

- Employee benefit plan analysis
- Employee or employer sponsored financial planning such as Profit Sharing, 401(k), 403(b), 457, IRA, Roth IRA, SEP, Simple IRA, Pensions, Tax Deferred Fixed and Variable Annuities

Investment Portfolio Management

- Mutual fund, stock & bond selection based on objectives & profile
- Asset allocation and portfolio rebalancing
- Analysis and performance reporting of investments

Estate Planning & Asset Protection

- Use of Trusts, LLC, Family Limited Partnership and Charitable Trusts
- Use of Long-Term Care & Joint Survivor Insurance Planning

Fees, Refunds and Termination

Fees are based on a mutually agreed rate ranging from \$150-\$750 per hour based on service and not to exceed a mutually agreed top-end charge or a fixed fee (flat charge) assessed after an initial FREE one-hour fact-finding and get acquainted interview. For a comprehensive plan based on a flat fee, one-half of the flat fee is due upon acceptance of the commitment letter and the balance upon delivery of the completed plan. The client can receive a full refund at any time before we begin work on the plan by providing a written notice of termination of advisory contract. If cancellation occurs thereafter by written notice, any unearned fee will be returned. The minimum fee for investment advice or plan is \$1000. Fees for quarterly performance report, annual asset allocation, and annual rebalancing of asset classes are as follows:

<u>Fee</u>	<u>Assets Under Management</u>
2%	Up to \$499,999
1%	\$500,000—\$1,000,000
.90%	\$1,000,000—\$2,499,999
.80%	\$2,500,000—\$5,000,000
.70%	Over \$5,000,000 (negotiable)

Performance report, annual asset allocation and annual rebalancing fees are billed quarterly at the end of each quarter for the previous quarter and payable within 30 days of billing. The minimum amount of assets under management is \$100,000 for *new* clients.

Advisory service may be terminated by either party at any time by written notice. The fees would be prorated. If the engagement is based on hourly rates, fees are payable within 30 days of billing. Clients are billed monthly after advice is provided. If during the course of the engagement the total time exceeds the top-end of the estimate, we will notify the client that the cost may exceed the point of prior authorization. The client may cancel at any time, and be responsible only for expenses incurred to that point. Advisory contracts are terminated before expiration by written notice.

Review of Accounts

Reviews of financial plans are based on client request as needed. Reviews are conducted quarterly for assets under management. Reports include year-end values of assets along with the value of accounts for last quarter. Reports are prepared quarterly.

Types of Clients

Our services are provided primarily for individuals, pension and profit sharing plans, trusts, estates or charitable organizations, corporations, unions, municipalities and other business entities.

Types of Investments Evaluated

We offer advice on investments owned, or proposed for ownership, or which we think could assist the client in achieving personal goals. Such investments may include, but are not limited to, equity securities, investment company securities, U.S. Government securities, and real estate investment trusts.

Method of Analysis & Information Sources

We use charting, fundamental and technical analysis to evaluate individual securities. The main sources of information are financial newspapers and magazines, inspections of corporate activities, research material prepared by others, corporate rating services, annual reports, prospectus, filings with the SEC and company press releases. The investment strategies used to implement advice is long-term and short-term.

Investment Strategies

All types of investment strategies are considered. However, we do not assume the responsibility of continuously monitoring the performance of client investments. Selection of a strategy is based on the resources and objectives of each individual client.

Firm History

The **Haddon Financial Group, Inc.** was founded on April 1, 1970, as a registered investment advisor, to extend financial planning services to individuals, corporations and institutions on a fee basis without any requirement that they purchase financial products.