



Item 1 - Cover Page

FORM ADV PART 2B\*  
Brochure Supplement:

Professional Background of  
Joyce L. Franklin, CPA, CFP

May 2011

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\*This brochure supplement provides information about the qualifications of JLFranklin Wealth Planning's principal, Joyce L. Franklin. This is a supplement to the JLFranklin Wealth Planning brochure which you should have received previously. Please contact the Firm's Chief Compliance Officer, Joyce L. Franklin if you have not received the brochure or if you have any questions about the contents of this supplement. Additional information about the Firm and Ms. Franklin is available at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

Each member of JLFranklin Wealth Planning's professional staff is evaluated on the basis of his or her education and work experience. As general standards, an undergraduate degree and prior related business experience are required. Graduate work and/or specialized business or technical skills are preferred.

## Item 2 - Educational Background and Business Experience

JOYCE L. FRANKLIN, CPA, CFP®

Born: 1965

Education:

Virginia Polytechnic Institute, 1983-1985

University of Virginia, B.S. Finance, 1985-1987

San Francisco State University, M.S. Taxation, 1991-1994

University of California, Berkeley, Certificate in Personal Financial Planning, 1996-1999

Certified Public Accountant, CPA\* designation conferred, 1997

Certified Financial Planner, CFP\*\* designation conferred, 1999

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\* A Certified Public Accountant ("CPA") is licensed and regulated by the applicable state board of accountancy. While state laws and regulations vary, the education, experience and testing requirements for licensure as a CPA generally include minimum college education (typically 150 credit hours with at least a baccalaureate degree and a concentration in accounting), minimum experience levels (most states require at least one year of experience providing services that involve the use of accounting, attest, compilation, management advisory, financial advisory, tax or consulting skills, all of which must be achieved under the supervision of or verification by a CPA), and successful passage of the Uniform CPA Examination. In order to maintain a CPA license, states generally require the completion of 40 hours of continuing professional education (CPE) each year (or 80 hours over a two year period or 120 hours over a three year period). Additionally, all American Institute of Certified Public Accountants (AICPA) members<sup>1</sup> are required to follow a rigorous *Code of Professional Conduct* which requires that they act with integrity, objectivity, due care, competence, fully disclose any conflicts of interest (and obtain client consent if a conflict exists), maintain client confidentiality, disclose to the client any commission or referral fees, and serve the public interest when providing financial services.

\*\* The Certified Financial Planner ("CFP"®) designation requires the holder to meet education, examination, experience and ethics requirements, and pay an ongoing certification fee. A bachelor's degree (or higher), or its equivalent in any discipline, from an accredited college or university is required. Students are required to complete course training in nine core financial topic areas, sit for a 10 hour CFP Board Certification Examination, acquire three years full-time or equivalent (2,000 hours per year) part-time work experience in the financial planning field and undergo an extensive background check—including an ethics, character and criminal check.

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### Business Background:

JLFranklin Wealth Planning, Principal, 1998-Present  
Kochis Fitz, Financial Planner Intern, 1998-1999  
Ernst & Young LLP, Senior Tax Consultant, 1997-1998  
Deloitte & Touche LLP, Senior Tax Consultant, 1994-1997

### Professional and Community Activities:

Joyce provides the leadership and direction for JLFranklin Wealth Planning. She has nearly 20 years of experience in the personal financial and investment planning profession in addition to her 25 years of accounting experience. An alumna of Deloitte and Ernst & Young, she currently advises high net-worth individuals, corporate employees, and small business owners on tax and financial planning issues.

She is a founding member of Financial Planning Professionals and a member and/or former board member of the following organizations: Marin Community Foundation Professional Advisors Committee, Financial Planning Association (FPA) of San Francisco, National Association of Personal Financial Advisors (NAPFA), American Institute of Certified Public Accountants (AICPA), State Committee on Personal Financial Planning, and the California Society of Certified Public Accountants.

## Item 3 – Disciplinary Information

Joyce has no legal or disciplinary events or disclosures.

## Item 4 – Other Business Activities

Joyce provides comprehensive tax services to Firm clients that may include the preparation of tax returns for individuals and advising clients on tax compliance and tax planning issues. She devotes approximately 15% of her time during the year to the provision of these tax and accountancy services.

## Item 5 – Additional Compensation

Other than as disclosed in Item 12 of the Firm's Form ADV Part 2A related to unsolicited discounts on software or brokerage services from client custodians, neither the Firm nor any of its employees receive any economic benefit from any non-client for the provision of investment advisory services. Employees are not paid "sales awards" or other prizes for referring clients to the Firm.

## Item 6 – Supervision

Joyce is the Firm's principal and Chief Compliance Officer and is responsible for the supervision of the financial planning, investment management and tax and accounting services provided by JLFranklin. All Firm personnel are supervised by Joyce, whose supervision is ongoing and includes account reviews, trade supervision, annual compliance reviews including the forensic testing of Firm systems, staff meetings and employee reviews.

## Item 7 – Requirements for State-Registered Advisors

Joyce has never been the subject of a bankruptcy filing. Nor has she ever been liable for any claim alleging damages in excess of \$2,500, or found liable in any proceeding involving claims of investment-related business activity, fraud, false statements or omissions, theft, embezzlement, other wrongful taking of property, bribery, forgery, counterfeiting, extortion, or dishonest, unfair or unethical practices.

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