



## Firm Brochure (Part 2A of Form ADV)

This brochure provides information about the qualifications and business practices of **FUTURE FINANCES, INC.** If you have any questions about the contents of this brochure, please contact us at: 614-888-7526, or by email at: [info@futurefinances.com](mailto:info@futurefinances.com). The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission, or by any state securities authority.

Additional information about **FUTURE FINANCES, INC.** is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov)



### ***A Registered Investment Advisor***

*(A registered Investment Advisor does not imply a certain level of skill or training.)*

Max T. Larsen, MBA, CPA, CFP™, CIMA, President

Bradley A. Huffman, CFP™

100 Northwoods Blvd., Suite B

Columbus, Ohio 43235

(614) 888- (PLAN) 7526

Fax (614) 888-5466

[www.futurefinances.com](http://www.futurefinances.com)

**12-31-2011**

## **MATERIAL CHANGES**

---

### **Annual Update**

The Material Changes section of this brochure will be updated annually when material changes occur since the previous release of the Firm Brochure.

---

### **Material Changes since the Last Update**

The U.S. Securities and Exchange Commission issued a final rule in July 2010 requiring advisers to provide a Firm Brochure in narrative “plain English” format. The new final rule specifies mandatory sections and organization.

---

### **Full Brochure Available**

Whenever you would like to receive a complete copy of our Firm Brochure, please contact us by telephone at:

(614) 888- (PLAN)7526 or e-mail at: [www.futurefinances.com](http://www.futurefinances.com)

# Table of Contents

<b>MATERIAL CHANGES</b>	<b>i</b>
Annual Update	i
Material Changes since the Last Update	i
Full Brochure Available	i
<b>ADVISORY BUSINESS</b>	<b>1</b>
Firm Description	1
Principal Owner	1
Types of Advisory Services	1
Tailored Relationships	2
Types of Agreements	2
Financial Planning Agreement	2
Advisory Service Agreement	4
Retainer Agreement	5
Investment Management Agreement	5
Tax Preparation Agreement	5
Hourly Planning Engagements	5
Asset Management	5
Termination of Agreement	6
<b>FEES AND COMPENSATION</b>	<b>6</b>
Description	6
Fee Billing	6
Other Fees	6
Expense Ratios	7
Past Due Accounts and Termination of Agreement	7
<b>PERFORMANCE-BASED FEES</b>	<b>7</b>
Sharing of Capital Gains	7
<b>TYPES OF CLIENTS</b>	<b>7</b>
Description	7
Account Minimums	7
<b>METHODS OF ANALYSIS, INVESTMENT STRATEGIES AND RISK OF LOSS</b>	<b>8</b>
Methods of Analysis	8

Investment Strategies .....	8
Risk of Loss .....	8
<b>DISCIPLINARY INFORMATION.....</b>	<b>9</b>
Legal and Disciplinary.....	9
<b>OTHER FINANCIAL INDUSTRY ACTIVITIES AND AFFILIATIONS .....</b>	<b>9</b>
Financial Industry Activities.....	9
Affiliations .....	9
<b>CODE OF ETHICS, PARTICIPATION OR INTEREST IN CLIENT TRANSACTIONS AND PERSONAL TRADING. ....</b>	<b>10</b>
Code of Ethics.....	10
Participation or Interest in Client Transactions.....	10
Personal Trading.....	10
<b>BROKERAGE PRACTICES .....</b>	<b>10</b>
Selecting Brokerage Firms.....	10
Best Execution .....	11
Soft Dollars .....	11
Order Aggregation .....	11
Periodic Reviews .....	11
Review Triggers .....	12
Regular Reports.....	12
<b>CLIENT REFERRALS AND OTHER COMPENSATION .....</b>	<b>12</b>
Incoming Referrals.....	12
Referrals Out .....	12
Other Compensation.....	12
<b>CUSTODY.....</b>	<b>12</b>
Account Statements.....	12
Performance Reports.....	12
Net Worth Statements.....	12
<b>INVESTMENT DISCRETION .....</b>	<b>13</b>
Discretionary Authority for Trading.....	13
Limited Power of Attorney .....	13

<b>VOTING CLIENT SECURITIES .....</b>	<b>13</b>
Proxy Votes .....	13
<b>FINANCIAL INFORMATION.....</b>	<b>13</b>
Financial Condition .....	13
<b>BUSINESS CONTINUITY PLAN .....</b>	<b>14</b>
General .....	14
Disasters .....	14
Alternate Offices .....	14
Loss of Key Personnel .....	14
<b>INFORMATION SECURITY PROGRAM .....</b>	<b>14</b>
Information Security .....	14
Privacy Notice .....	14
<b>BROCHURE SUPPLEMENT (Part 2B of Form ADV</b>	
Education and Business Standards .....	16
Professional Certifications .....	16
MAX T. LARSEN, MBA, CPA, CFP™, CIMA.....	16
BRADLEY A. HUFFMAN, CFP™ .....	18

## ADVISORY BUSINESS

---

### **Firm Description**

FFI is the abbreviation of Future Finances Inc. The abbreviation will be used in the brochure.

Future Finances Inc., FFI was founded in 1981.

Future Finances Inc provides personalized confidential financial planning and investment management to individuals, pension and profit sharing plans, trusts, estates, charitable organizations and small businesses. Advice is provided through consultation with the client and may include: determination of financial objectives, identification of financial problems, cash flow management, tax planning, insurance review, investment management, education funding, retirement planning, and estate planning.

FFI is also in the business of offering annuities, insurance, stocks, bonds, mutual funds, limited partnerships, or other commissioned products. FFI does not compensate for client referrals.

Investment advice is an integral part of financial planning. In addition, FFI advises clients regarding cash flow, college planning, retirement planning, tax planning and estate planning.

Investment advice is provided, with the client making the final decision on investment selection. FFI does not act as a custodian of client assets. The client always maintains asset control. FFI places trades for clients under a limited power of attorney.

A written evaluation of each client's initial situation is provided to the client, often in the form of a net worth statement. Periodic reviews are also communicated to provide reminders of the specific courses of action that need to be taken. More frequent reviews occur but are not necessarily communicated to the client unless immediate changes are recommended.

Other professionals (e.g., lawyers, accountants, insurance agents, etc.) are engaged directly by the client on an as-needed basis. Conflicts of interest will be disclosed to the client in the unlikely event they should occur.

The initial meeting, which may be by telephone, is free of charge and is considered an exploratory interview to determine the extent to which financial planning and investment management may be beneficial to the client.

---

### **Principal Owner**

Max T. Larsen is primary owner.

---

### **Types of Advisory Services**

FFI provides investment supervisory services, also known as asset management services and manages investment advisory accounts not

involving investment supervisory services. FFI specializes in the use of technical analysis as part of the overall investment management services.

On more than an occasional basis, FFI furnishes advice to clients on matters not involving securities, such as financial planning matters, taxation issues, and retirement planning.

As of 11-30-2010, FFI manages approximately \$142,000,000 in assets for approximately 150 clients. Approximately \$101,000,000 is managed on a discretionary basis, and \$41,000,000 is managed on a non-discretionary basis.

---

### **Tailored Relationships**

The goals and objectives for each client are documented in our client relationship management system. Clients may impose restrictions on investing in certain securities or types of securities.

Agreements may not be assigned without client consent.

---

### **Types of Agreements**

The following agreements define the typical client relationships.

---

#### **Financial Planning Agreement**

A financial plan is designed to help the client with all aspects of financial planning without ongoing investment management after the financial plan is completed.

FFI offers clients financial planning services that are designed to assist the client with business planning, retirement planning, life and health insurance, estate planning, tax planning, asset allocation and investment planning.

In preparing a financial plan the client must provide FFI with their past financial history, present financial position and their current economic goals. FFI may obtain additional information from client documents such as wills, trust agreements, fringe benefit programs, tax returns, business agreements, insurance policies and programs, past and current investments (including cost basis, basis for investment, tax ramifications) investment objectives, income, expenses, other obligations, financial goals, other advisors to the client, family background, attorneys, accountants, banks, and all other information that economically effects the client.

FFI will review and analyze the information provided for the purpose of preparing a report detailing the clients' current financial condition. Based on the client's goals and other factors the report will include detailed financial recommendations. This report will be provided to the client in the form of a plan that may be implemented at the client's discretion. The client is solely responsible for the decision of whether to follow the recommendations made by the FFI representative.

Implementing these recommendations may require the assistance of professionals who are unaffiliated with FFI. The services of such professionals will be provided at an additional fee to the client charged by and paid to the professional directly. No professionals will be involved without the client's prior approval.

The client at their discretion may implement the recommendations through FFI acting in the capacity of an Investment Advisor, or the client may implement the recommendations on his or her own without further aid from FFI. If the client chooses to implement the recommendations through FFI, the representative may receive a commission to execute those transactions aside from any fee earned herein.

Fees for financial planning services shall be charged on an hourly basis to review, prepare, analyze and present the client with a financial plan. The hourly rate shall range from \$50 to \$500 per hour and shall depend upon the experience and expertise of the advisor; the complexity and comprehensiveness of the service; and the client's net worth. One-half of an estimated fee shall be payable by the client at the time the client signs the agreement. The remaining fee is due when the plan is presented to the client. An estimate of the fee shall be provided to the client in writing and must be accompanied with a disclosure statement.

A client may terminate the agreement upon written notice. Any prepaid fees, which have been unearned, shall be returned to the client. The portion of any refund shall be calculated based on the amount of time spent on preparatory work and actual work at predetermined hourly rate. The fee for a financial plan is predicated upon the facts known at the start of the engagement. The minimum fee is \$1,250 and is not negotiable. Since financial planning is a discovery process, situations occur wherein the client is unaware of certain financial exposures or predicaments.

In the event the client's situation is substantially different than disclosed at the initial meeting, a revised fee will be provided for mutual agreement. The client must approve the change in advance of the additional work being performed when a fee increase is necessary.

---

### **Advisory Service Agreement**

Most clients choose to have FFI manage their assets in order to obtain ongoing in-depth advice and life planning. Various aspects of the client's financial affairs are reviewed. Realistic and measurable goals are set and objectives to reach those goals are defined. As goals and objectives change over time, suggestions are made and implemented on an ongoing basis.

Advisor services are provided through Fidelity Registered Investment Advisor Group (FRIAG). FRIAG is a non-commission and advisory fee program where FFI provides investment advisory services with securities execution, custodial and other administrative services provided by Fidelity Registered Investment Advisor Group and its clearing broker dealer, *Fidelity Brokerage Services*,



LLC. Through this program, domestic stocks, corporate bonds, government bonds, no-load mutual funds, load-waived mutual funds, municipal bond funds, and ADRs may be utilized in an account

FFI will gather information on a client's financial history, goals, objectives, and financial concerns and assist client in developing an asset allocation strategy. All information gathered from the client is confidential. Based on client's investment objectives, risk tolerance, and financial situation, FFI will prepare a portfolio analysis and portfolio recommendations. Additionally, FFI will provide ongoing monitoring and periodically make recommendations for changes to the account as deemed necessary. The minimum account size requirement in order to participate the Program is generally \$250,000. The minimum account size may be waived at the sole discretion of management.

Clients are advised that transactions in the account, account reallocations and rebalancing may trigger a taxable event for the client, with the exception of IRA accounts, 403(b) accounts and other qualified retirement

Clients will pay an advisory fee to FFI in accordance with the fee schedule outline under Investment Advisory Fees section. Investment advisory fees are billed and payable quarterly in arrears and pro-rated for any additions or deletions during the quarter. Additionally, clients will pay transactional costs associated with each transaction.

FRIAG provides full service brokerage accounts to clients. These accounts will be monitored by FFI. All investment decisions will be made by FFI in accordance with the client's investment objectives set forth by the client.

#### INVESTMENT ADVISORY Fee

First \$ 1.00 to \$ 250,000 of investment assets	1.25%
Next \$ 250,000 to \$ 500,000 of investment assets	1.00%
Next \$ 500,001 to \$ 750,000 of investment assets	0.75%
Next \$ 750,001 to \$1,000,000 of investment assets	0.50%
Next \$1,000,001 of investment assets and above	0.25%

Advice offered by Advisory Representatives may involve investment in mutual funds. Mutual funds may carry loads (i.e. sales charges) that may be up-front or on a contingent deferred basis or be no-loads with no initial or contingent deferred sales charges. Clients are advised that Advisory Representatives are registered representatives of American Portfolios Financial Service, Inc., a registered broker/dealer, member of the Financial Industry Regulatory Authority ("FINRA") and SIPC. Therefore, Advisory Representatives have a conflict of interest in recommending mutual funds that carry a load since such mutual funds will pay Advisory Representatives a commission should the purchase be made through Advisory Representatives.

A conflict of interest may exist between the interests of FFI and/or its Advisory Representatives and the interests of the client in that FFI and Advisory

Representatives offer financial planning and investment advisory services for a fee and also offer various securities products for which they may be paid a commission. The securities products available through FFI may be limited to certain products that have been reviewed and made available for offering through the broker/dealer with which Advisory Representatives may be registered representatives.

Lower fees for comparable services may be available from other sources. Material conflicts of interest have been disclosed to the client in writing via the Form ADV, Part II that could cause FFI or Advisory Representatives to not render unbiased and objective advice. FFI does not maintain custody of client funds or securities.

If a mutual fund is held in an account, a client should understand mutual funds charge management fees and expenses. Because mutual funds pay advisory fees to their investment advisors and such fees therefore indirectly charged to all holders of mutual fund shares, clients with mutual funds in their portfolios are effectively paying both a direct management fee to Future Finances, Inc. and an indirect fee through the mutual fund for the management of those assets.

---

**Retainer Agreement**

Not applicable

---

**Investment Management Agreement**

Not applicable

---

**Tax Preparation Agreement**

Not applicable

---

**Hourly Planning Engagements**

Not applicable

---

**Asset Management**

Assets are invested primarily in no-load mutual funds and exchange-traded funds, usually through discount brokers or fund companies. Fund companies charge each fund shareholder an investment management fee that is disclosed in the fund prospectus. Discount brokerages may charge a transaction fee for the purchase of some funds.

Stocks and bonds may be purchased or sold through a brokerage account when appropriate. The brokerage firm charges a fee for stock trades. FFI does not receive any compensation, in any form, from fund companies or brokerage firm for trading fees.

Investments may also include: equities (stocks), corporate debt securities, certificates of deposit, municipal securities, investment company securities (mutual funds shares), U. S. government securities, and options contracts.

---

**Termination of Agreement**

A Client may terminate any of the aforementioned agreements at any time by notifying FFI in writing and paying the rate for the time spent on the investment advisory engagement prior to notification of termination. If the client made an advance payment, FFI will refund any unearned portion of the advance payment.

FFI may terminate any of the aforementioned agreements at any time by notifying the client in writing. If the client made an advance payment, FFI will refund any unearned portion of the advance payment.

**FEES AND COMPENSATION**

---

**Description**

FFI bases its fees on a percentage of assets under management and/or hourly charges. Financial plans are priced according to the degree of complexity associated with the client's situation.

Fees are not negotiable.

---

**Fee Billing**

Investment management fees are billed quarterly, in arrears, meaning that we invoice you after the three-month billing period has ended. Payment in full is expected upon invoice presentation. Fees are usually deducted from a designated client account to facilitate billing. The client must consent in advance to direct debiting of their investment account.

Fees for financial plans are billed 50% in advance, with the balance due upon delivery of the financial plan.

---

**Other Fees**

Custodians may charge transaction fees on purchases or sales of certain mutual funds and exchange-traded funds. These transaction charges are usually small and incidental to the purchase or sale of a security. The selection of the security is more important than the nominal fee that the custodian charges to buy or sell the security.

FFI, in its sole discretion, may waive its minimum fee and/or charge a lesser investment advisory fee based upon certain criteria (e.g., historical relationship, type of assets, anticipated future earning capacity, anticipated future additional assets, dollar amounts of assets to be managed, related accounts, account composition, negotiations with clients, etc.).

---

**Expense Ratios**

Mutual funds generally charge a management fee for their services as investment managers. The management fee is called an expense ratio. For example, an expense ratio of 0.50 means that the mutual fund company charges 0.5% for their services. These fees are in addition to the fees paid by you to FFI.

Performance figures quoted by mutual fund companies in various publications are after their fees have been deducted.

---

**Past Due Accounts and Termination of Agreement**

FFI reserves the right to stop work on any account that is more than 90 days overdue. In addition, FFI reserves the right to terminate any financial planning engagement where a client has willfully concealed or has refused to provide pertinent information about financial situations when necessary and appropriate, in FFI's judgment, to providing proper financial advice. Any unused portion of fees collected in advance will be refunded within 90 days.

**PERFORMANCE-BASED FEES**

---

**Sharing of Capital Gains**

Fees are not based on a share of the capital gains or capital appreciation of managed securities.

FFI does not use a performance-based fee structure because of the potential conflict of interest. Performance-based compensation may create an incentive for the adviser to recommend an investment that may carry a higher degree of risk to the client.

**TYPES OF CLIENTS**

---

**Description**

FFI generally provides investment advice to individuals, banks or thrift institutions, investment companies, pension and profit sharing plans, trusts, estates, or charitable organizations, corporations or business entities.

Client relationships vary in scope and length of service.

---

**Account Minimums**

The minimum account size requirement is \$250,000. The minimum account size may be waived at the sole discretion of management.

## METHODS OF ANALYSIS, INVESTMENT STRATEGIES AND RISK OF LOSS

---

### Methods of Analysis

Security analysis methods may include charting, fundamental analysis, technical analysis, and cyclical analysis.

The main sources of information include financial newspapers and magazines, inspections of corporate activities, research materials prepared by others, corporate rating services, timing services, annual reports, prospectuses, filings with the Securities and Exchange Commission, and company press releases.

Other sources of information that FFI may use include Morningstar Principia mutual fund information, Morningstar Principia stock information, and Dorsey Wright & Associates.

---

### Investment Strategies

The primary investment strategy used on client accounts is strategic asset allocation utilizing a core and satellite approach. This means that we generally use passively-managed index and exchange-traded funds as the core investments, and then utilize tactical allocation using stocks, mutual funds or exchanged traded funds where greater opportunities to make a difference. Portfolios are globally diversified to control the risk associated with traditional markets.

The investment strategy for a specific client is based upon the objectives stated by the client during consultations. The client may change these objectives at any time.

Other strategies may include long-term purchases, short-term purchases, trading, short sales, margin transactions, and option writing (including covered options, uncovered options or spreading strategies).

---

### Risk of Loss

All investment programs have certain risks that are borne by the investor. Our investment approach constantly keeps the risk of loss in mind. Investors face the following investment risks:

- **Interest-rate Risk:** Fluctuations in interest rates may cause investment prices to fluctuate. For example, when interest rates rise, yields on existing bonds become less attractive, causing their market values to decline.
- **Market Risk:** The price of a security, bond, or mutual fund may drop in reaction to tangible and intangible events and conditions. This type of risk is caused by external factors independent of a security's particular underlying circumstances. For example, political, economic and social conditions may trigger market events.

- **Inflation Risk:** When any type of inflation is present, a dollar today will not buy as much as a dollar next year, because purchasing power is eroding at the rate of inflation.
- **Currency Risk:** Overseas investments are subject to fluctuations in the value of the dollar against the currency of the investment's originating country. This is also referred to as exchange rate risk.
- **Reinvestment Risk:** This is the risk that future proceeds from investments may have to be reinvested at a potentially lower rate of return (i.e. interest rate). This primarily relates to fixed income securities.
- **Business Risk:** These risks are associated with a particular industry or a particular company within an industry. For example, oil-drilling companies depend on finding oil and then refining it, a lengthy process, before they can generate a profit. They carry a higher risk of profitability than an electric company, which generates its income from a steady stream of customers who buy electricity no matter what the economic environment is like.
- **Liquidity Risk:** Liquidity is the ability to readily convert an investment into cash. Generally, assets are more liquid if many traders are interested in a standardized product. For example, Treasury Bills are highly liquid, while real estate properties are not.
- **Financial Risk:** Excessive borrowing to finance a business' operations increases the risk of profitability, because the company must meet the terms of its obligations in good times and bad. During periods of financial stress, the inability to meet loan obligations may result in bankruptcy and/or a declining market value.

## **DISCIPLINARY INFORMATION**

---

### **Legal and Disciplinary**

The firm and its employees have not been involved in legal or disciplinary events related to past or present investment clients.

## **OTHER FINANCIAL INDUSTRY ACTIVITIES AND AFFILIATIONS**

---

### **Financial Industry Activities**

Not applicable

---

### **Affiliations**

Max T. Larsen and Bradley A. Huffman are registered representatives of Triad Advisors, a broker dealer.

The applicant Max T. Larsen is also President /CEO of Professional Benefits Corp. located at 100 Northwoods Blvd. Suite B Columbus, Ohio 43235.

FFI representatives may receive commission from insurance transactions that are entered in response to financial planning service. Any transactions that will generate commissions for the FFI representative that is recommending the commission generating transaction will be fully disclosed to the FFI client prior to the execution of such securities transactions.

The applicant Max T. Larsen is also President/ CEO of FFI Alternatives, LLC. located at 100 Northwoods Blvd. Suite B Columbus, Ohio 43235

FFI Alternatives, LLC is an Independent Introducing Broker (IB) that provides managed futures programs and physical metals for our high net worth clients. FFI Alternatives, LLC may receive compensation via fees.

## **CODE OF ETHICS, PARTICIPATION OR INTEREST IN CLIENT TRANSACTIONS AND PERSONAL TRADING.**

---

### **Code of Ethics**

The employees of FFI have committed to a Code of Ethics that is available for review by clients and prospective clients upon request. The firm will provide a copy of the Code of Ethics to any client or prospective client upon request.

---

### **Participation or Interest in Client Transactions**

FFI and its employees may buy or sell securities that are also held by clients. Employees may not trade their own securities ahead of client trades. Employees comply with the provisions of the FFI *Compliance Manual*.

---

### **Personal Trading**

The Chief Compliance Officer of FFI is Max T. Larsen. He reviews all employee trades each quarter. His trades are reviewed by Bradley Huffman. The personal trading reviews ensure that the personal trading of employees does not affect the markets, and that clients of the firm receive preferential treatment. Since most employee trades are small mutual fund trades or exchange-traded fund trades, the trades do not affect the securities markets.

## **BROKERAGE PRACTICES**

---

### **Selecting Brokerage Firms**

FFI does not have any affiliation with product sales firms. Specific custodian recommendations are made to Clients based on their need for such services. FFI recommends custodians based on the proven integrity and financial responsibility of the firm and the best execution of orders at reasonable commission rates.

FFI recommends discount brokerage firms and trust companies (qualified custodians), such as Fidelity Investments.

FFI does not receive fees or commissions from any of these arrangements.

---

**Best Execution**

FFI reviews the execution of trades at each custodian each quarter. The review is documented in the FFI *Compliance Manual*. Trading fees charged by the custodians is also reviewed on a quarterly basis. FFI does not receive any portion of the trading fees.

---

**Soft Dollars**

FFI does not engage in any soft dollar arrangements.

---

**Order Aggregation**

When orders to purchase or sell the same securities on identical terms are placed with the same broker by more than one account managed by FFI the client orders may be aggregated. Each client that participates in an aggregated order will participate at the average share price for all of FFI transactions effected through the broker or dealer in that security on a given business day and transaction costs will be shared pro-rata based on each client's participation in the transaction; provided however, that minimum ticket or similar charges may be allocated to those clients participating in the aggregated transactions that have purchased or sold fewer than the minimum number of shares required by the particular broker.

In cases where only part of any order is filled, securities are allocated to accounts pro-rata, subject to adjustments for rounding, odd lots and adjustments that may be made by FFI for client accounts that may be considered to be under invested or over invested. In all cases FFI may not allocate securities to a client if the client would receive an inappropriately small number of shares in the transaction.

---

**REVIEW OF ACCOUNTS**

---

**Periodic Reviews**

Account reviews are performed quarterly by advisors Max T. Larsen, FFI President and Bradley Huffman, advisory representative at FFI. Account reviews are performed more frequently when market conditions dictate. FFI Applicant makes available annual reviews of all Financial Planning & Investment Advisory Accounts. FFI suggests at least semi-annual reviews and will reach out to clients to schedule periodic reviews.

Applicant performs periodic reviews of Financial Plans when requested by the client. It is recommended that clients have at least an annual review.



---

**Review Triggers**

Other conditions that may trigger a review are changes in the tax laws, new investment information, and changes in a client's own situation.

---

**Regular Reports**

Account reviewers are members of the firm's Investment Committee. They are instructed to consider the client's current security positions and the likelihood that the performance of each security will contribute to the investment objectives of the client.

Clients receive periodic communications on at least an annual basis. *Advisory Service Agreement* clients receive written quarterly updates. The written updates may include a net worth statement, portfolio statement, and/or summary of objectives and progress towards meeting those objectives.

---

**CLIENT REFERRALS AND OTHER COMPENSATION**

---

**Incoming Referrals**

FFI has been fortunate to receive many client referrals over the years. The referrals came from current clients, estate planning attorneys, accountants, employees, personal friends of employees and other similar sources. The firm does not compensate referring parties for these referrals.

---

**Referrals Out**

FFI does not accept referral fees or any form of remuneration from other professionals when a prospect or client is referred to them.

---

**Other Compensation**

Not applicable

---

**CUSTODY**

---

**Account Statements**

All assets are held at qualified custodians, which means the custodians provide account statements directly to clients at their address of record at least quarterly.

---

**Performance Reports**

Clients are urged to compare the account statements received directly from their custodians to the performance report statements provided by FFI.

---

**Net Worth Statements**

Clients are provided net worth statements and net worth graphs that are generated from our financial planning system. Net worth statements contain

approximations of bank account balances provided by the client, as well as the value of land and hard-to-price real estate. The net worth statements are used for long-term financial planning where the exact values of assets are not material to the financial planning tasks.

## **INVESTMENT DISCRETION**

---

### **Discretionary Authority for Trading**

FFI accepts discretionary authority to manage securities accounts on behalf of clients. FFI has the authority to determine, without obtaining specific client consent, the securities to be bought or sold, and the amount of the securities to be bought or sold. However, FFI consults with the client prior to each trade to obtain concurrence if a blanket trading authorization has not been given.

The client approves the custodian to be used and the commission rates paid to the custodian. FFI does not receive any portion of the transaction fees or commissions paid by the client to the custodian on certain trades.

Discretionary trading authority facilitates placing trades in your accounts on your behalf so that we may promptly implement the investment strategy that you have approved.

---

### **Limited Power of Attorney**

A limited power of attorney is a trading authorization for this purpose. You sign a limited power of attorney so that we may execute the trades that you have approved.

## **VOTING CLIENT SECURITIES**

---

### **Proxy Votes**

FFI does not vote proxies on securities. Clients are expected to vote their own proxies.

When assistance on voting proxies is requested, FFI will provide recommendations to the Client. If a conflict of interest exists, it will be disclosed to the Client.

## **FINANCIAL INFORMATION**

---

### **Financial Condition**

FFI does not have any financial impairment that will preclude the firm from meeting contractual commitments to clients.

A balance sheet is not required to be provided because FFI does not serve as a custodian for client funds or securities, and does not require prepayment of fees of more than \$1,200 per client, and six months or more in advance.

## **BUSINESS CONTINUITY PLAN**

---

### **General**

FFI has a Business Continuity Plan in place that provides detailed steps to mitigate and recover from the loss of office space, communications, services or key people.

---

### **Disasters**

The Business Continuity Plan covers natural disasters such as snow storms, hurricanes, tornados, and flooding. The Plan covers man-made disasters such as loss of electrical power, loss of water pressure, fire, bomb threat, nuclear emergency, chemical event, biological event, Internet outage, railway accident and aircraft accident. Electronic files are backed up daily and archived offsite.

---

### **Alternate Offices**

Alternate offices are identified to support ongoing operations in the event the main office is unavailable. It is our intention to contact all clients within five days of a disaster that dictates moving our office to an alternate location.

---

### **Loss of Key Personnel**

FFI has signed a Business Continuation Agreement with another financial advisory firm to support FFI in the event of Max T. Larsen's or Bradley A. Huffman's serious disability or death.

## **INFORMATION SECURITY PROGRAM**

---

### **Information Security**

FFI maintains an information security program to reduce the risk that your personal and confidential information may be breached.

---

### **Privacy Notice**

FFI is committed to maintaining the confidentiality, integrity and security of the personal information that is entrusted to us.

The categories of nonpublic information that we collect from you may include information about your personal finances, information about your health to the extent that it is needed for the financial planning process, information about transactions between you and third parties, and information from consumer reporting agencies, e.g., credit reports. We use this information to help you meet your personal financial goals.

With your permission, we disclose limited information to attorneys, accountants, and mortgage lenders with whom you have established a relationship. You may opt out from our sharing information with these

nonaffiliated third parties by notifying us at any time by telephone, mail, fax, email, or in person. With your permission, we share a limited amount of information about you with your brokerage firm in order to execute securities transactions on your behalf.

We maintain a secure office to ensure that your information is not placed at unreasonable risk. We employ a firewall barrier, secure data encryption techniques and authentication procedures in our computer environment.

We do not provide your personal information to mailing list vendors or solicitors. We require strict confidentiality in our agreements with unaffiliated third parties that require access to your personal information, including financial service companies, consultants, and auditors. Federal and state securities regulators may review our Company records and your personal records as permitted by law.

Personally identifiable information about you will be maintained while you are a client, and for the required period thereafter that records are required to be maintained by federal and state securities laws. After that time, information may be destroyed.

We will notify you in advance if our privacy policy is expected to change. We are required by law to deliver this *Privacy Notice* to you annually, in writing.

## **BROCHURE SUPPLEMENT (Part 2B of Form ADV)**

---

### **Education and Business Standards**

FFI requires that advisors in its employ have a bachelor's degree and further coursework demonstrating knowledge of financial planning and tax planning. Examples of acceptable coursework include: an MBA, a CFP®, a CFA, a ChFC, JD, CTFA, EA or CPA. Additionally, advisors must have work experience that demonstrates their aptitude for financial planning and investment management.

---

### **Professional Certifications**

Employees have earned certifications and credentials that are required to be explained in further detail.

**Certified Financial Planner (CFP):** Certified Financial Planners are licensed by the CFP Board to use the CFP mark. CFP certification requirements:

- Bachelor's degree from an accredited college or university.
- Completion of the financial planning education requirements set by the CFP Board ([www.cfp.net](http://www.cfp.net)).
- Successful completion of the 10-hour CFP® Certification Exam.
- Three-year qualifying full-time work experience.
- Successfully pass the Candidate Fitness Standards and background check.

**Certified Investment Management Analyst (CIMA):** CIMA certification is administered through the Investment Management Consultants Association (IMCA)

- Completion of demanding educational program from top-tier business school.
- Successful completion comprehensive CIMA examination.
- Three-year qualifying full-time work experience.
- Successfully pass the background check and adhere to rigorous code of professional responsibility.
- Complete 40 hours of continuing education every two year.

---

### **MAX T. LARSEN, MBA, CPA, CFP™, CIMA**

Educational Background:

- Date of birth: 1951

Institutions:

- Smithtown Central High, Smithtown, New York. 1970

- State University of NY at Buffalo, New York. BA Economics & a BS Business Management 1974
- Northeastern University, Boston, Massachusetts. MBA Finance 1976

Business Experience:

- Continental Group, Inc. Stamford, Connecticut. A Manufacturing facility, as Controller/Financial Analyst from 1976 to 1980.
- Management Science America Atlanta, Georgia, as a Computer Consultant from 1980 to 1981.
- Future Finances, Inc. Columbus, Ohio as President & Financial Investment Advisor from 1981 to present.
- Professional Benefit Planning Corp. Columbus, Ohio as President of a Risk & Benefit Consulting Corp. from 1986 to present.
- FSC Securities Corp Atlanta, Georgia. Broker/Dealer as a Registered Representative from 1992 to 2012.
- FSC Securities Corp. Atlanta, Georgia. Investment Advisor as an Advisory Representative from 1994 to 2012.
- Triad Investors Norcross, Georgia. Investment Advisory as an Advisory Representative from 2012 to Present.
- FFI Alternatives, LLC., Columbus, Ohio as President & CEO as Independent Broker Dealer provides managed futures programs & physical metals.

Disciplinary Information: not applicable

Examinations & Professional Designations:

- Int'l Assoc. of Financial Planners (1988)
- CFP™, College for Financial Planning, Denver, CO (1991)
- CPA Accountancy Board of Ohio (1982)
- Life and Health Insurance License – State of Ohio (1986)
- Intrastate Brokers License (Series 63) (1992)
- Registered Representative (Series 7), NASD (1985)
- Registered Securities Principal (Series 24), NASD (1987)
- Municipal Fund (Series 51) (2003)
- Municipal Securities Principal (Series 53) (2003)

Additional Compensation: None

Supervision:

Max T. Larsen is supervised by Triad Advisors Compliance Department. They review Max T. Larsen & Future Finances, Inc. work through frequent office interactions as well as remote interactions. They also

review Max T. Larsen activities through our client relationship management system.

---

**BRADLEY A. HUFFMAN, CFP™**

Educational Background:

- Date of birth: 1975
- Institutions (Year)
  - College of Financial Planning, Denver, Colorado. CFP Certification 2001
  - Capital University, Columbus, Ohio. BA Management/Economics 1997
  - Bettsville High School, Bettsville, Ohio 1993

Business Experience:

- Future Finances, Inc. Columbus, Ohio as Financial Investment Advisor from 1997 to present.
- FSC Securities Corp Atlanta, Georgia. Broker/Dealer as a Registered Representative from 1997 to 2012.
- FSC Securities Corp. Atlanta, Georgia. Investment Advisor as an Advisory Representative from 1997 to 2012.
- Triad Advisors Norcross, Georgia Investment Advisory as an Advisory Representative from 2012 to Present

Disciplinary Information: None

Examinations & Professional Designations:

- CFP™, College for Financial Planning, Denver, CO (2001)
- Life and Health Insurance License – State of Ohio (1998)
- Registered Representative (Series 7), NASD (1997)
- Registered Securities Principal (Series 24), NASD (2008)

Additional Compensation: None

Supervision:

Bradley A. Huffman is supervised by Triad Advisors, Compliance Department. They review Bradley A. Huffman & Future Finances, Inc. work through frequent office interactions as well as remote interactions. They also review Bradley A. Huffman activities through our client relationship management system.

Triad Advisors 5185 Peachtree Pkwy Suite 280  
Norcross, GA 30092  
Phone 770-840-0363  
Fax 678-405-5699

