



Firm Brochure

(Part 2B of Form ADV)

STEARNS FINANCIAL GROUP

GREENSBORO OFFICE (MAIN)

324 W. Wendover Ave, Suite 204
Greensboro, NC 27408
336-230-1811

CHAPEL HILL OFFICE

1450 Raleigh Road, Suite 105
Chapel Hill, NC 27517
919-636-3634

800-881-SFSG ✧ www.StearnsFinancial.net ✧ sfsg@sfsg.net

This brochure supplement provides information about the following persons and supplements the Stearns Financial Group brochure:

- Brian D. Hachl
- J. Glenn Joyce, Jr.
- M. James McKee, III
- Sherry McKinney
- Haleh Moddasser
- Dennis G. Stearns
- Pamela S. Stearns
- John M. Thomas
- Phillip E. Williams, Jr.

You should have received a copy of the Stearns Financial Group brochure. Please contact J. Glenn Joyce, Jr. if you did not receive SFG's brochure or if you have questions about the contents of this supplement.

Additional information about Stearns Financial Group is available on the SEC's website at www.adviserinfo.sec.gov.

March 2012

IARD No. 106298 SEC File No. 801 - 39328

Brochure Supplement (Part 2B of Form ADV)

Education and Business Standards

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

Professional Certifications

Employees' additional certifications and credentials 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).
- 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.
- Agree annually to be bound by CFP Board's *Standards of Professional Conduct*.
- Complete 30 hours of continuing education every two years, including two hours on the *Code of Ethics* and *Standards of Professional Conduct*.

Chartered Financial Analyst (CFA): Chartered Financial Analysts are licensed by the CFA Institute to use the CFA mark. CFA certification requirements:

- Hold a bachelor's degree from an accredited institution or have equivalent education or work experience.
- Successful completion of all three exam levels of the CFA Program.
- Have 48 months of acceptable professional work experience in the investment decision-making process.
- Fulfill society requirements, which vary by society. Unless you are upgrading from affiliate membership, all societies require two sponsor statements as part of each application; these are submitted online by your sponsors.
- Agree to adhere to and sign the Member's Agreement, a Professional Conduct Statement, and any additional documentation requested by CFA Institute.
- Adhere to the CFA Institute Code of Ethics and Standards of Professional Conduct.

Chartered Financial Consultant (ChFC): Chartered Financial Consultants are certified by the Certification Committee of the Board of Trustees of The American College to use the ChFC mark. ChFC certification requirements:

- Hold a bachelor's degree from an accredited institution or have equivalent education or work experience.
- Successful completion eight college-level financial planning courses from The American College.
- Three years of full-time business experience. (A graduate or undergraduate degree qualifies as one year of business experience.)
- Successful completion of the ChFC Certification Exam.
- Agree to adhere to the ChFC Code of Ethics.
- Obtain 30 hours of continuing education credits every two years.

Certified Public Accountant (CPA): Certified Public Accountants are licensed in the state in which they practice. While requirements to sit for the exam vary from state to state, the following are general CPA certification requirements:

- Hold a bachelor's degree from a regionally accredited institution with a concentration generally in accounting.
- Some states may also require a minimum amount of accounting and/or auditing experience.
- Successful completion of all four sections of the 14-hour Uniform CPA Exam.
- Agree to adhere to state board ethics and professional conduct requirements.
- The state board determines the continuing education requirements.

Item 2 Educational Background and Business Experience

Educational Background:

- Indiana University – Bachelor of Arts in Telecommunications; 1989
- Bluffton University – Master of Arts in Organizational Management; 2009
- Certified Financial Planner (CFP); 1994
- Chartered Financial Consultant (ChFC); 1997
- Accredited Investment Fiduciary Analyst (AIFA); 2008

Business Experience:

- Vice President – Stearns Financial Group – August 2011 to present
- JFSAP Personal Financial Counselor – MHN Government Services (Ohio - Armed Forces) – October 2009 to April 2011.
- Director of Financial Planning – Pry Advisory Group – September 2007 to September 2009
- Director of Institutional Advancement – Southwestern College – July 2005 to July 2007.

Item 3 Disciplinary Information

None

Item 4 Other Business Activities

On-demand, sub-contractor for MHN Government Services. 8 hours per month.

Item 5 Additional Compensation

None

Item 6 Supervision

Brian D. Haehl is supervised by Dennis Stearns, President. He reviews Mr. Haehl's activities through frequent office interactions as well as remote interactions. Mr. Haehl works out of our Triangle office.

Dennis Stearns' contact information:

(336) 230-1811

dstearns@sfsg.net

Item 2 Educational Background and Business Experience

Educational Background:

- University of North Carolina – Chapel Hill – Bachelor of Arts in Economics and Industrial Relations; 1989
- Certified Financial Planner (CFP); 2006
- Chartered Financial Analyst (CFA); 2008

Business Experience:

- Vice President, Investment Analyst and Investment Committee Member – Stearns Financial Group – October 2003 to present.

Item 3 Disciplinary Information

None

Item 4 Other Business Activities

None

Item 5 Additional Compensation

None

Item 6 Supervision

J. Glenn Joyce, Jr. is supervised by Dennis Stearns, President. He reviews Mr. Joyce's activities through frequent office interactions as well as remote interactions.

Dennis Stearns' contact information:

(336) 230-1811

dstearns@sfsg.net

Item 2 Educational Background and Business Experience

Educational Background:

- Wake Forest University – Bachelor of Science in Accountancy; 1980
- University of North Carolina – Greensboro – Master of Business Administration (MBA); 1984
- Certified Public Accountant (CPA); 1983
- Chartered Life Underwriter (CLU); 1990
- Chartered Financial Consultant (ChFC); 1991
- Certified Financial Planner (CFP); 2002
- Chartered Financial Analyst (CFA); 2008

Business Experience:

- Senior Financial Advisor, Investment Committee Chairman – Stearns Financial Group – 2001 to Present.

Item 3 Disciplinary Information

None

Item 4 Other Business Activities

None

Item 5 Additional Compensation

None

Item 6 Supervision

M. James McKee III is supervised by Dennis Stearns, President. He reviews Mr. McKee's activities through frequent office interactions as well as remote interactions.

Dennis Stearns' contact information:

(336) 230-1811

dstearns@sfsg.net

Item 2 Educational Background and Business Experience

Educational Background:

- University of North Carolina – Chapel Hill - Bachelor of Science Business Administration; 1985
- University of North Carolina - Greensboro – Master of Business Administration (MBA); 1989
- Certified Public Accountant (CPA); 1990
- Certified Financial Planner (CFP); 2003

Business Experience:

- Financial Planning Manager – Stearns Financial Group – November 2010 to present.
- Financial Advisor – Capital Management, Inc. – May 2004 to July 2009

Item 3 Disciplinary Information

None

Item 4 Other Business Activities

None

Item 5 Additional Compensation

None

Item 6 Supervision

Sherry McKinney is supervised by Dennis Stearns, President. He reviews Ms. McKinney's activities through frequent office interactions as well as remote interactions.

Dennis Stearns' contact information:

(336) 230-1811

dstearns@sfsg.net

Item 2 Educational Background and Business Experience

Educational Background:

- University of North Carolina – Chapel Hill - Bachelor of Arts in Journalism; 1985
- Certified Public Accountant (CPA); 1992

Business Experience:

- Financial Advisor – Stearns Financial Group – January 2011 to present
- Certified Public Accountant – Hughes, Pittman and Gupton – August 2010 to December 2010
- Assistant Treasurer – Burlington Industries – 1993 to 1997
- Senior Accountant – Price Waterhouse – 1989-1991

Item 3 Disciplinary Information

None

Item 4 Other Business Activities

Owner/Operator of Alla Prima Studio – a small arts studio. She teaches art and paints professionally. 12-15 hours per month.

Item 5 Additional Compensation

None

Item 6 Supervision working out of our Triangle office.

Dennis Stearns' contact information:

(336) 230-1811

dstearns@sfsg.net

Item 2 Educational Background and Business Experience

Educational Background:

- University of South Florida – Bachelor of Arts in Finance; 1978
- American College – Master of Arts in Finance; 1987
- Chartered Financial Consultant (ChFC); 1983
- Certified Financial Planner (CFP); 1990

Business Experience:

- President, Chief Compliance Officer and Investment Committee Member – Stearns Financial Group – 1991 to present

Item 3 Disciplinary Information

None

Item 4 Other Business Activities

None

Item 5 Additional Compensation

None

Item 6 Supervision

Dennis Stearns' compliance-related activities are supervised by J. Glenn Joyce, Jr., Vice President and the management team, which includes members of the Investment and Risk Committees. Mr. Joyce reviews Mr. Stearns' compliance-related activities through frequent office interactions as well as remote interactions.

J. Glenn Joyce, Jr.'s contact information:

(336) 230-1811

gjoyce@sfsg.net

Item 2 Educational Background and Business Experience

Educational Background:

- University of California – Los Angeles – Bachelor of Arts in Economics; 1979
- University of California – Irvine – Master of Business Administration (MBA); 1983
- Certified Public Accountant (CPA); 1985 – California
- Certified Public Accountant (CPA); 2009 – Licensed to practice in North Carolina

Business Experience:

- Chief Financial Officer – Stearns Financial Group – May 2007 to present.
- President – Navigating Wealth – Jan 2005 to May 2007

Item 3 Disciplinary Information

None

Item 4 Other Business Activities

None

Item 5 Additional Compensation

None

Item 6 Supervision

Pamela Stearns is supervised by Dennis Stearns, President. He reviews Mrs. Stearns' activities through frequent office interactions as well as remote interactions.

Dennis Stearns' contact information:

(336) 230-1811

dstearns@sfsg.net

Item 2 Educational Background and Business Experience

Educational Background:

- University of Virginia – Bachelor of Arts in Economics and Foreign Affairs; 1992
- Loyola College – Master of Business Administration (MBA); 1997
- Chartered Financial Analyst (CFA); 2002
- Certified Financial Planner (CFP); 2005

Business Experience:

- Vice President, Portfolio Manager and Investment Committee Member – Stearns Financial Group – May 2005 to present.

Item 3 Disciplinary Information

None

Item 4 Other Business Activities

None

Item 5 Additional Compensation

None

Item 6 Supervision

John M. Thomas is supervised by Dennis Stearns, President. He reviews Mr. Thomas' activities through frequent office interactions as well as remote interactions.

Dennis Stearns' contact information:

(336) 230-1811

dstearns@sfsg.net

Item 2 Educational Background and Business Experience

Educational Background:

- Wake Forest University – Bachelor of Science in Mathematical Economics; 2006
- Chartered Financial Analyst (CFA); 2011

Business Experience:

- Financial Analyst – Stearns Financial Group – August 2011 to present.
- Assistant Vice President – Bank of America – January 2010 to August 2011.
- Analyst – Banc of America Securities – June 2006 to April 2009.

Item 3 Disciplinary Information

None

Item 4 Other Business Activities

None

Item 5 Additional Compensation

None

Item 6 Supervision

Phillip E. Williams, Jr. is supervised by Glenn Joyce, Vice President and Investment Analyst. He reviews Mr. Williams' activities through frequent office interactions as well as remote interactions.

Glenn Joyce's contact information:

(336) 230-1811

gjoyce@sfg.net