

# Adam Financial Associates, Inc.



## Item 1- Cover Page

Mari B. Adam

Adam Financial Associates, Inc.

2424 N. Federal Highway, Suite 159

Boca Raton, Florida 33431

561-417-0001

March 31, 2012

**This brochure supplement provides information about Mari B. Adam that supplements the Adam Financial Associates, Inc. (AFA) brochure. You should have received a copy of that brochure. Please contact our office if you did not receive Adam Financial Associates, Inc.'s brochure or if you have any questions about the contents of this supplement.**

**Additional information about Mari B. Adam is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

## Item 2- Educational Background and Business Experience

The President of AFA, Mari B. Adam, determines the investment advice given to each client. Biographical data on Ms. Adam follows:

Mari Adam was born in 1958. She attended Northfield Mt. Hermon School in Northfield, Massachusetts and was named a National Merit Scholar.

# Adam Financial Associates, Inc.



In 1980, she received a B.A. degree in both Political Science and in French Literature, graduating Magna Cum Laude, from Claremont McKenna College in Claremont, California. After graduate work at the Institute of Political Studies in Paris, Mari was offered an appointment in the U.S. diplomatic service, and served for eight years at diplomatic postings both overseas and in Washington, D.C. In 1989, she received her Master in Business Administration (M.B.A.) degree from George Washington University, located in Washington, D.C., concentrating in International Business (Finance), and was singled out for membership in Beta Gamma Sigma, the honor society for accredited business programs. She subsequently accepted a position as Portfolio Administrator with Malgoire Drucker, Inc., a leading fee-only financial planning and investment advisory firm in Bethesda, Maryland. Following that, she joined First Virginia Banks (now BB&T) in Falls Church, Virginia as Trust Officer, and managed over \$35 million in trust portfolio assets for high net-worth individuals in the Washington area. In 1990, Ms. Adam completed her financial planning studies at the College for Financial Planning in Denver, Colorado, and in 1991, was awarded the designation of Certified Financial Planner® by the Certified Financial Planner Board of Standards, Inc.

In 1992, she relocated to Fort Lauderdale, Florida and accepted an appointment with the Capital Management Group of First Union National Bank (now Wells Fargo). Initially, Mari served as Trust Officer managing over \$80 million in customer accounts, including trusts, estates, IRA, and individual investment accounts. She was later promoted to Assistant Vice President where she managed trust new business activities for the South Broward region.

Subsequently, Mari founded Adam Financial Associates, Inc. as a fee-only financial planning and investment management firm. She has successfully completed several examinations of the Financial Industry Regulatory Authority (FINRA – former NASD - National Association of Securities Dealers) and other regulatory bodies: the General Securities Registered Representative License (Series 7), the Uniform Securities Agent State Law Examination (Series 63) and the Non-Member General Securities Qualification Examination (Series 2).

In 1995, Mari was licensed in the state of Florida, by the Department of Financial Services, as a Life and Health and Variable Annuity Agent. She has also earned the designations of

# Adam Financial Associates, Inc.



Certified Retirement Planning Counselor (2000) and Accredited Wealth Management Advisor (2007), from the College for Financial Planning, Denver CO.

She has been a member of the Financial Planning Association (formerly the Institute of Certified Financial Planners) since 1990 and an Officer and Board Member of the FPA's South Florida chapter from 1992-2001 and again from 2006 to 2008. She was elected President of the organization for the 1995-1996 terms, and served as Chairman in 1997. She has been listed on the National Registry of CFP Practitioners, and has been a featured guest speaker before local corporations, professional groups and educational organizations on a variety of financial topics. Her financial commentary and articles have appeared in hundreds of media publications such as the Miami Herald, the Fort Lauderdale Sun-Sentinel, CNNfn, Kiplinger's Personal Finance, U.S. News & World Report, Redbook, Newsweek, Business Week, CBS MarketWatch, the Baltimore Sun, Bloomberg Wealth Manager, Consumer Reports, the Wall Street Journal, and Money Magazine.

Her particular interest is helping women address their special financial and retirement needs. She frequently participates in pro bono and training activities designed to increase financial literacy among American consumers, and is a member of the Advisory Board of the Berger Institute for Work, Family, and Children in Claremont, California.

(CERTIFIED FINANCIAL PLANNER<sup>®</sup>, and CFP<sup>®</sup> are certification marks owned by the Certified Financial Planner Board of Standards, Inc. and are awarded to individuals who successfully complete CFP Board's initial and ongoing certification requirements.)

Pursuant to SEC and FINRA guidelines, the following information is provided to help clients understand the minimum qualifications required of each professional designation:

## **Designation**

Acronym

Issuing Organization

Prerequisites/Experience Required

## **Certified Financial Planner**

CFP

Certified Financial Planner Board of Standards, Inc.

Candidate must meet the following requirements:

A bachelor's degree (or higher) from an accredited college or university, and

Three years of full-time personal financial planning experience

# Adam Financial Associates, Inc.



Educational Requirements	Candidate must complete a CFP-board registered program, or hold <u>one</u> of the following: CPA ChFC Chartered Life Underwriter (CLU) CFA Ph.D. in business or economics Doctor of Business Administration Attorney's License
Examination Type	CFP Certification Examination
Continuing Education/ Experience Requirements	30 hours every two years
<b>Designation</b>	<b>Chartered Retirement Planning Counselor</b>
Acronym	CRPC
Designation Status	Currently offered and recognized by the issuing organization
Issuing Organization	College for Financial Planning
Prerequisites/Experience Required	None
Educational Requirements	Online instructor led or self-study course
Examination Type	Final designation exam (online, closed-book, proctored)
Continuing Education/ Experience Requirements	16 hours every two years
<b>Designation</b>	<b>Accredited Wealth Management Advisor</b>
Acronym	AWMA
Designation Status	Currently offered and recognized by the issuing organization
Issuing Organization	College for Financial Planning
Prerequisites/Experience Required	None
Educational Requirements	Self-study course: 15 modules requiring 120-150 hours
Examination Type	Final designation exam (online, closed-book, proctored)
Continuing Education/ Experience Requirements	16 hours every two years

## Item 3- Disciplinary Information

There are no legal or disciplinary events applicable to this Item.



# Adam Financial Associates, Inc.



## **Item 4- Other Business Activities**

AFA President and supervised person Mari B. Adam is licensed in the state of Florida as a Life and Variable Annuity and Health Insurance Agent (2-15), which under Florida law permits AFA to evaluate and offer to clients insurance products and services. AFA feels this is an important enhancement to its existing client services, since it provides an alternative to traditional, high commission insurance delivery systems. Nonetheless, the firm expects insurance activities to occupy a very secondary role to its overall investment and financial planning services. In the context of this brochure supplement, these activities are considered to be insubstantial.

## **Item 5- Additional Compensation**

This item does not apply. The supervised person does not receive any economic benefit from any party other than Adam Financial Associates, Inc. (AFA). AFA, in turn, does not receive client referrals from any individual or firm in return for compensation or advantages, nor does it provide client referrals to any individual or firm for compensation or advantages. This is to ensure AFA's independence and avoid conflict of interest that would be harmful to the client. AFA firmly rejects the practice of "referrals for pay," believing it undermines trust and objectivity in the client/advisor relationship.

## **Item 6 - Supervision**

The supervised person is the firm's Chief Compliance Officer and investment principal, and as such, is responsible for the investment advice delivered to each client. Each client's overall asset allocation strategy and specific investments are reviewed on at least a quarterly basis, or more frequently as individual or market conditions warrant. Clients receive detailed reports (usually monthly) on their investments and accounts directly from the third-party custodian, who holds the assets. (AFA does not have custody of client assets). AFA feels this is a very important safeguard for clients concerned with the

# Adam Financial Associates, Inc.



integrity and safety of their portfolios. In addition, AFA furnishes clients with reports on a quarterly basis, or more frequently if requested. These reports provide supplementary information on portfolio positions, cost basis, valuation and portfolio performance. Clients are also provided with information on gains and losses and other critical data on a scheduled basis, and may receive additional material concerning their investments (e.g. annual reports, quarterly reports, prospectuses) directly from the company or mutual fund company.

## **Item 7- Requirements for State-Registered Advisers**

There are no applicable events under this Item.