



Zunic Advisory Services, LLC

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June 5, 2012

This Brochure provides information about the qualifications and business practices of Zunic Advisory Services, LLC. If you have any questions about the contents of this Brochure, please contact us toll free at (888) 764-8992 and/or [jzunic@zunicadvisory.com](mailto:jzunic@zunicadvisory.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.

Zunic Advisory Services, LLC is a registered investment adviser. Registration of an Investment Adviser does not imply any level of skill or training. The oral and written communications of an Adviser provide you with information about which you determine to hire or retain an Adviser.

Additional information about Zunic Advisory Services, LLC also is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## Item 2 – Material Changes

This Brochure dated June 5, 2012 is a new document prepared according to the SEC's new requirements and rules. As such, this Document is materially different in structure and requires certain new information that our previous brochure 03/23/2012 did not require.

In March of 2012, the firm changed its legal structure into a Limited Liability Company. This was part of a planned structural change to offer greater flexibility for the organization for future growth. The firm also updated its secondary location at the owners new residence at 2251 Friesian Road, York, PA.

The firm is registered with the SEC (Securities and Exchange Commission) as a Registered Investment Adviser. Because of recent law changes, the firm is now classified as a Mid-Sized Advisory Firm and as such is in the process of registering with the Pennsylvania Securities Commission. Upon completion of this change the firm will withdraw registration with SEC.

In the past we have offered or delivered information about our qualifications and business practices to clients on at least an annual basis. Pursuant to new SEC Rules, we will ensure that you receive a summary of any materials changes to this and subsequent Brochures within 120 days of the close of our business' fiscal year. We may further provide other ongoing disclosure information about material changes as necessary.

We will further provide you with a new Brochure as necessary based on changes or new information, at any time, without charge.

Currently, our Brochure may be requested by contacting Jeffrey J Zunic, Member/Owner at (888) 764-8992 or [jzunic@zunicadvisory.com](mailto:jzunic@zunicadvisory.com).

Additional information about Zunic Advisory Services, LLC is also available via the SEC's web site [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). The SEC's web site also provides information about any persons affiliated with Zunic Advisory Services, LLC who are registered, or are required to be registered, as investment adviser representatives of Zunic Advisory Services, LLC.

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## Item 4 – Advisory Business

Zunic Advisory Services was founded in 2004 by Jeffrey J Zunic. In March of 2012, the firm changed its legal structure into a Limited Liability Company. The firm is registered with the SEC (Securities and Exchange Commission) as a Registered Investment Adviser. Because of recent law changes, the firm is now classified as a Mid-Sized Advisory Firm and as such is in the process of registering with the Pennsylvania Securities Commission. Upon completion of this change the firm will withdraw registration with SEC.

The firm provides investment management to individuals, families, businesses, retirement plans, and foundations. Zunic Advisory works with clients to define their investment objectives and works to develop strategies aimed at achieving those objectives. Client investment objectives may include education, retirement, and charitable goals. The investment strategies are typically paired with tax planning and estate planning where appropriate.

The firm's compensation is solely from fees paid by clients. The firm does not receive commissions based on the client's purchase of any financial product. No commissions in any form are accepted. No referral fees are paid or accepted for investment services. No benefits are received from custodians based on client securities transactions ("soft dollar benefits").

Assets under the direct management of Zunic Advisory Services are held by independent custodians, including Scottrade, Fidelity, Vanguard, Wells Fargo Advisors, and others, in the client's name. We do not act as a custodian of client assets.

We may, in the course of business, recommend other professionals (e.g. attorneys, accountants, insurance agents, real estate agents, etc.) at the request of the client. Other professionals are engaged directly by the client on an as-needed basis even when recommended by the advisor. Conflicts of interest will be disclosed and managed in the best interest of the client.

Jeffrey J Zunic is currently the sole member/owner of the firm. There are no subsidiaries. Jeffrey Zunic is also the founder and President of Philanthropic Endeavors Foundation, Inc., a non-profit foundation that has its funds managed by the firm.

The primary type of advisory service offered by Zunic Advisory Services, LLC is investment supervisory services (i.e. investment management) and furnishes investment advice.

At Zunic Advisory Services, LLC, the investment management services are tailored to the individual needs of clients. Client goals are clarified in meetings and correspondence over time. We document these in the client files and in electronic systems for relationship and portfolio management.

Clients may impose restrictions on investing in certain securities or types of securities. This must be done in writing and signed by the client. No agreements may be assigned without the express written consent of the client.

As of December 31, 2011, Zunic Advisory Services managed approximately \$34,440,104 in assets for about 248 accounts. Approximately \$31,082,966 is managed on a discretionary basis with the remainder on a non-discretionary basis.

## **Item 5 – Fees and Compensation**

The specific manner in which fees are charged by Zunic Advisory Services is established in a client's written agreement with Zunic Advisory Services. Zunic Advisory Services will generally bill its fees on a quarterly basis, but in some clients may opt in for monthly fees. The fee is based on the value of the client's account(s) at the end of the previous period. Clients are billed in advance each period. Clients may also elect to be billed directly for fees or to authorize Zunic Advisory Services to directly debit fees from client accounts. Management fees are not prorated for each capital contribution and withdrawal made during the applicable period (with the exception of de minimis contributions and withdrawals). Accounts initiated or terminated during a calendar quarter will be charged a prorated fee. Upon termination of any account, any prepaid, unearned fees will be promptly refunded, and any earned, unpaid fees will be due and payable.

The firm reserves the right to amend or terminate the current fee schedule. The current schedule would remain in effect for thirty days after the client was notified in writing of such change. The new schedule will become effective and will remain in effect unless the client notifies Zunic Advisory that the account is not to be continued under the revised schedule.

Fees are based on the following schedule: Total account value up to \$1,000,000 is billed at 1.00%; amounts over \$1,000,000 and up to \$2,500,000 are billed at .80% and amounts over \$2,500,000 are billed at .50%. All fees are subject to negotiation.

Zunic Advisory Services' fees are exclusive of brokerage commissions, transaction fees, and other related costs and expenses which shall be incurred by the client. Clients may incur

certain charges imposed by custodians, brokers, third party investment and other third parties such as fees charged by managers, custodial fees, deferred sales charges, odd-lot differentials, transfer taxes, wire transfer and electronic fund fees, and other fees and taxes on brokerage accounts and securities transactions. Mutual funds and exchange traded funds also charge internal management fees, which are disclosed in a fund's prospectus. Such charges, fees and commissions are exclusive of and in addition to Zunic Advisory Services' fee, and Zunic Advisory Services shall not receive any portion of these commissions, fees, and costs.

Item 12 further describes the factors that Zunic Advisory Services considers in selecting or recommending broker-dealers for *client* transactions and determining the reasonableness of their compensation (*e.g.*, commissions).

## **Item 6 – Performance-Based Fees and Side-By-Side Management**

Zunic Advisory Services, LLC does not charge any performance-based fees (fees based on a share of capital gains on or capital appreciation of the assets of a client).

## **Item 7 – Types of Clients**

Zunic Advisory Services, LLC provides portfolio management services to individuals, families, high net worth individuals, corporate pension and profit-sharing plans, charitable institutions, foundations, and endowments. Client relationships vary in scope and length of service.

Zunic Advisory Services, LLC does not impose a minimum dollar value of assets or other condition for opening or maintaining an account.

## **Item 8 – Methods of Analysis, Investment Strategies and Risk of Loss**

Security analysis methods at Zunic Advisory Services, LLC include fundamental analysis. The main sources of information include S & P reports, Morningstar reports, prospectuses, financial newsletters and periodicals, research materials provided by various organizations, filings with the Securities and Exchange Commission, and company annual reports. We attend various visits and conference calls with fund managers, portfolio managers and some industry conferences.

The primary investment strategy we use for client accounts is a strategic asset allocation. We may use index funds, exchange-traded funds, actively managed funds, dividend paying stocks, growth stocks, and individual bonds including corporate, government and agency bonds, and municipal bonds. The selection of securities is based on when we are able to find opportunities to make a difference in the clients' return by security selection.

The investment strategy for a specific client is based upon the objectives, income needs, and tax situation stated by the client during consultations. The client may change these objectives at any time. The client's goals and objectives are noted during meetings and correspondence over time. Each portfolio is constructed solely for that client. We do not use specific model portfolios, and we do not utilize composites to illustrate results.

Investing in securities involves risk of loss that clients should be prepared to bear. Our investment approach keeps the risk of loss in mind. However, as with all investments, clients face investment risks including the following: Loss of Principal Risk, Interest-rate risk, Market Risk, Inflation Risk, Currency Risk, Geo-political Risk, Reinvestment Risk, Business Risk, and Financial Risk.

## **Item 9 – Disciplinary Information**

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of Zunic Advisory Services, LLC or the integrity of Zunic Advisory Services, LLC's management. Zunic Advisory Services, LLC has no information applicable to this Item. The firm has not been involved in any legal or disciplinary events related to past or present activities.

## **Item 10 – Other Financial Industry Activities and Affiliations**

Zunic Advisory Services, LLC provides tax preparation and consulting services in addition to its investment advisory services. These services often supplement the advisory services for clients and are typically billed for separately based on the scope of the services involved.

Jeffrey Zunic is also the founder and President of Philanthropic Endeavors Foundation, Inc., a non-profit foundation that has its funds managed by the firm.

Zunic Advisory Services, LLC does not have arrangements that are material to its advisory business or its clients with any related person. We may at times recommend unrelated, third-party investment managers who have a greater expertise in certain disciplines when appropriate for the client. We do not receive any compensation for the recommendation or selection of these advisors.

## **Item 11 – Code of Ethics**

Zunic Advisory Services, LLC has adopted a Code of Ethics for all supervised persons of the firm describing its high standard of business conduct, and fiduciary duty to its clients. The Code of Ethics includes provisions relating to the confidentiality of client information, a prohibition on insider trading, a prohibition of rumor mongering, restrictions on the acceptance of significant gifts and the reporting of certain gifts and business entertainment items, and personal securities trading procedures, among other things. All supervised persons at Zunic Advisory Services must acknowledge the terms of the Code of Ethics annually, or as amended.



Zunic Advisory Services, LLC anticipates that, in appropriate circumstances, consistent with clients' investment objectives, it will cause accounts over which Zunic Advisory Services, LLC has management authority to effect, and will recommend to investment advisory clients or prospective clients, the purchase or sale of securities in which Zunic Advisory Services, LLC, its affiliates and/or clients, directly or indirectly, have a position of interest. Zunic Advisory Services, LLC's employees and persons associated with Zunic Advisory Services, LLC are required to follow Zunic Advisory Services, LLC's Code of Ethics. Subject to satisfying this policy and applicable laws, officers, directors and employees of Zunic Advisory Services, LLC and its affiliates may trade for their own accounts in securities which are recommended to and/or purchased for Zunic Advisory Services, LLC's clients. The Code of Ethics is designed to assure that the personal securities transactions, activities and interests of the employees of Zunic Advisory Services, LLC will not interfere with (i) making decisions in the best interest of advisory clients and (ii) implementing such decisions while, at the same time, allowing employees to invest for their own accounts. Under the Code certain classes of securities have been designated as exempt transactions, based upon a determination that these would materially not interfere with the best interest of Zunic Advisory Services, LLC's clients. In addition, the Code requires pre-clearance of many transactions, and restricts trading in close proximity to client trading activity. Nonetheless, because the Code of Ethics in some circumstances would permit employees to invest in the same securities as clients, there is a possibility that employees might benefit from market activity by a client in a security held by an employee. Employee trading is continually monitored under the Code of Ethics, and to reasonably prevent conflicts of interest between Zunic Advisory Services, LLC and its clients.

Certain affiliated accounts may trade in the same securities with client accounts on an aggregated basis when consistent with Zunic Advisory Services, LLC's obligation of best execution. In such circumstances, the affiliated and client accounts will share commission costs equally and receive securities at a total average price. Zunic Advisory Services, LLC will retain records of the trade order (specifying each participating account) and its allocation, which will be completed prior to the entry of the aggregated order. Completed orders will be allocated as specified in the initial trade order. Partially filled orders will be allocated on a pro rata basis. Any exceptions will be explained on the Order.

Zunic Advisory Services, LLC's clients or prospective clients may request a copy of the firm's Code of Ethics by contacting Jeffrey Zunic.

It is Zunic Advisory Services, LLC's policy that the firm will not affect any principal or agency cross securities transactions for client accounts. Zunic Advisory Services, LLC will also not cross trades between client accounts. Principal transactions are generally defined

as transactions where an adviser, acting as principal for its own account or the account of an affiliated broker-dealer, buys from or sells any security to any advisory client. A principal transaction may also be deemed to have occurred if a security is crossed between an affiliated hedge fund and another client account. An agency cross transaction is defined as a transaction where a person acts as an investment adviser in relation to a transaction in which the investment adviser, or any person controlled by or under common control with the investment adviser, acts as broker for both the advisory client and for another person on the other side of the transaction. Agency cross transactions may arise where an adviser is dually registered as a broker-dealer or has an affiliated broker-dealer.

## **Item 12 – Brokerage Practices**

Zunic Advisory Services, LLC does not have any affiliation with product sales firms. Specific custodian recommendations are made to clients based on their need for such services. We recommend custodians based on the proven integrity and financial responsibility of the firm, best execution of orders at reasonable commission rates, and the quality of customer service.

Zunic Advisory Services, LLC recommends brokerage firms (qualified custodians) such as Scottrade, Wells Fargo Advisors, Fidelity, and Vanguard. We do not receive fees or commissions from any of these arrangements, however, Zunic Advisory may benefit from electronic delivery of client information, electronic trading platforms, and other related services provided by the custodians for the benefit of clients. We may also benefit from other services, such as research, continuing education, and practice management advice. These benefits are standard in a relationship with these custodial firms and are not in return for client recommendations or transactions.

Zunic Advisory reviews the execution of trades at each custodian annually. The review is documented in our Policy and Procedure Manual. Trading fees charged by the custodians are reviewed regularly. Zunic Advisory does not receive any portion of the trading fees.

Zunic Advisory Services, LLC does not receive soft dollar benefits from the custodians to whom we recommend clients.

We do not direct brokerage for specific client transactions. No trades in mutual funds do not garner and client benefit. However, when more than one account is trading a particular stock or ETF on the same day, block trading may be used to get identical pricing on the trades.

## **Item 13 – Review of Accounts**

The frequency of reviews is individually negotiated with the client. Typically accounts are reviewed on an annual basis. Many times an account may be sufficiently large or have a large amount of activity that will require more frequent, semi-annual or quarterly reviews. The review may vary on focus to include asset allocation updates and rebalancing, performance reviews, tax and estate plan reviews, investment reviews, cash flow monitoring, and more.

Reviews may be triggered by client request, changes in market conditions, new information about an investment, changes in tax laws, or other important changes. Reports generally include a statement of holdings from our portfolio accounting system, asset allocation review, portfolio graphs, etc. as well as other reports as needed.

The reviews are performed by Jeffrey Zunic. The current total number of households is approximately 85.

## **Item 14 – Client Referrals and Other Compensation**

Zunic Advisory Services, LLC is fortunate to receive many client referrals over the years. The referrals come from current clients, local attorneys, accountants, and other sources. The firm does not pay for referrals of investment clients.

The firm does not accept referral fees or any form of remuneration from other professionals when a client is referred outside of the firm.

## **Item 15 – Custody**

Clients should receive at least quarterly statements from the broker dealer, bank or other qualified custodian that holds and maintains client's investment assets. Zunic Advisory Services, LLC urges you to carefully review such statements and compare such official custodial records to the account statements that we may provide to you. Our statements may vary from custodial statements based on accounting procedures, reporting dates, or valuation methodologies of certain securities.

Clients are at times provided account statements from our portfolio accounting system. These statements may include values of land, real-estate, limited partnerships and other hard-to-price assets to display a total client financial picture. These values are updated

when supplemental statements and information is made available to us. Otherwise these values are priced at client cost. These statements and all information provided by us is for informational purposes only and the client is urged to compare with the statements provided by the custodian.

According to a recent ruling by the SEC, investment advisers are deemed to have "custody" of client funds if certain conditions are met. Zunic Advisory Services, LLC does not maintain accounts where we may have "custody" and therefore do not need to comply with an annual surprise audit of those accounts by an independent CPA firm.

## **Item 16 – Investment Discretion**

Zunic Advisory Services, LLC usually receives discretionary authority from the client at the outset of an advisory relationship to select the identity and amount of securities to be bought or sold. In all cases, however, such discretion is to be exercised in a manner consistent with the stated investment objectives for the particular client account.

When selecting securities and determining amounts, Zunic Advisory Services, LLC observes the investment policies, limitations and restrictions of the clients for which it advises. For registered investment companies, Zunic Advisory Services, LLC's authority to trade securities may also be limited by certain federal securities and tax laws that require diversification of investments and favor the holding of investments once made.

Investment guidelines and restrictions must be provided to Zunic Advisory Services, LLC in writing.

## **Item 17 – Voting Client Securities**

Unless the client designates otherwise, Zunic Advisory Service, LLC votes proxies for securities over which it maintains discretionary authority consistent with its proxy voting policy. In accordance with SEC Rule 206(4)-6, Zunic Advisory Service, LLC has established the following policies and procedures:

### **I. Voting Mutual Fund Shares:**

#### **a. Funds recommended by Zunic Advisory:**

- i. Zunic Advisory monitors the activity of funds it recommends to clients.
- ii. Zunic Advisory will review the issues on a case-by-case basis and vote proxies when the proxies are delivered to Zunic Advisory or when a client

requests information on how to vote. The primary purpose and fiduciary responsibility of Zunic Advisory in voting proxies is to maximize shareholder value.

iii. Zunic Advisory does not vote proxies that are based solely on social issues.

b. Funds in client portfolios that were not recommended by Zunic Advisory:

i. Zunic Advisory due diligence on funds not recommended by us is limited to performance review relative to peers.

ii. In the case where we recommend other funds in a fund family, but not the specific fund requiring voting, we will make recommendations based on our knowledge of general issues and procedural changes common to funds we do recommend.

## II. Voting Shares of Equities

a. For individual equities we have directly recommended, we review the issues on a case-by-case basis to determine how to vote, with the knowledge that the primary purpose and fiduciary responsibility of Zunic Advisory in voting proxies is to maximize shareholder value.

b. When we receive proxy statements for equities recommended by a third party investment manager, we will call the investment manager for voting instructions or will mail the proxies to the investment manager.

c. When clients request advice on proxy voting for shares of stock in their portfolios that Zunic Advisory has not recommended, we will review the material provided by the client and educate the client on the issues involved. It is the client's responsibility to understand the issues and to vote the shares.

## III. Records of Proxy Votes

a. Zunic Advisory maintains a separate file recording the history of all proxy votes. Clients may obtain, free of charge, a record of how Zunic Advisory voted proxy issues on their behalf by submitting a written request or calling us at (888) 764-8992.

## IV. Conflicts of Interest

a. Should a conflict of interest exist between Zunic Advisory and client(s) regarding the outcome of certain proxy votes, Zunic Advisory is committed to resolving the conflict in the best interest of clients before it votes the proxy in question. Zunic Advisory may take any of the following courses of action to resolve the conflict:

- i. Disclose the conflict to clients and obtain consent before voting
- ii. Suggest that client(s) engage another party to determine how the proxy should be voted
- iii. Vote according to the recommendation of an independent third party, such as a proxy consultant, research analyst, proxy voting department of a mutual fund or pension fund, or compliance consultant.

Clients may direct a proxy vote at any time by calling or writing to us to inform us of their desired vote. A copy of Zunic Advisory Service, LLC's proxy voting policy is available upon request.

## **Item 18 – Financial Information**

Registered investment advisers are required in this Item to provide you with certain financial information or disclosures about Zunic Advisory Services, LLC's financial condition. Zunic Advisory Services, LLC has no financial commitment that impairs its ability to meet contractual and fiduciary commitments to clients, and has not been the subject of a bankruptcy proceeding.

## **Item 19 – Business Continuity Plan**

### **General**

Zunic Advisory Services, LLC 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, fire, 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, communications line outage, Internet outage, railway accident and aircraft accident. Electronic files are backed up daily and archived on- and offsite.

### **Alternate Offices**

Alternate work locations 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.

## **Information Security Program**

### **Information Security**

Zunic Advisory Services, LLC maintains an information security program to reduce the risk that personal and confidential information may be breached.

## **Privacy Notice**

Zunic Advisory Services, LLC 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 our clients may include information about personal finances, information about health to the extent that it is needed for the financial planning process, information about transactions between clients and third parties, and information from consumer reporting agencies, e.g., credit reports. We use this information to help our clients meet their personal financial goals.

With our clients' permission, we disclose limited information to attorneys, accountants, and mortgage lenders with whom they have established a relationship. Clients 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 client permission, we share a limited amount of information with the client's brokerage firm in order to execute securities transactions on your behalf.

We maintain a secure office to ensure that our clients' 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 personal information to mailing list vendors or solicitors. We require strict confidentiality in our agreements with unaffiliated third parties that require access personal information, including financial service companies, consultants, and auditors. Federal and state securities regulators may review our Company records and personal records as permitted by law.

Personally identifiable information will be maintained while still a client of Zunic Advisory Services, LLC, 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 our clients in advance if our privacy policy is expected to change. We are required by law to deliver this Privacy Notice to our clients annually, in writing.

## Brochure Supplement (Part 2B of Form ADV)

### *Supervised Persons*

Jeffrey J. Zunic

**Zunic Advisory Services, LLC  
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P O Box 553  
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(888) 764-8992 Toll Free**

As of June 5, 2012

This brochure supplement provides information about Jeffrey J. Zunic that supplements the Zunic Advisory Services, LLC brochure. You should have received a copy of that brochure.

Please contact Jeffrey Zunic, Member/Owner, if you did not receive Zunic Advisory Services, LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about Jeffrey J. Zunic is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).



## **Education and Business Standards**

Zunic Advisory Services, LLC requires that any employee whose function involves determining or giving investment advice to clients must be a graduate of a four year college and must:

1. Have at least three years' experience in insurance, investments, accounting, or financial planning;
2. Hold the Series 65 Investment Adviser Representative license or its equivalent;
3. Be properly licensed for all advisory activities in which they are engaged.
4. Subscribe to the Code of Ethics;

Employees may:

5. Be an attorney, or hold or be pursuing one of the following designations: Certified Financial Planner™ (CFP®), Certified Public Accountant (CPA), Certified Financial Analyst (CFA) or Chartered Financial Consultant (ChFC®).

## **Professional Certifications**

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

### **CERTIFIED FINANCIAL PLANNER™**

CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP (with flame design) marks (collectively, the "CFP® marks") are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. ("CFP Board"). The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board's studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor's Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board's financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- Examination – Pass the comprehensive CFP® Certification Examination. The examination, administered in 10 hours over a two-day period, includes case studies and client scenarios designed to test one's ability to correctly diagnose financial planning issues and apply one's knowledge of financial planning to real world circumstances;

- Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- Ethics – Agree to be bound by CFP Board’s Standards of Professional Conduct, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- Continuing Education – Complete 30 hours of continuing education hours every two years, including two hours on the Code of Ethics and other parts of the Standards of Professional Conduct, to maintain competence and keep up with developments in the financial planning field; and
- Ethics – Renew an agreement to be bound by the Standards of Professional Conduct. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board’s enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

### **Accredited Investment Fiduciary ®**

AIF® designees are licensed by the Center for Fiduciary Studies, a part of the fi360 company. AIF certification requirements include:

- Successful completion of the 90 minute, closed-book, 60 question AIF exam, indicating at least 75% correct answers
- Successful completion of six hours of continuing professional education, four hours of which are fi360 Training continuing education.
- Sign and agree to abide by a code of ethics

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**Jeffrey J. Zunic, Owner****Educational Background:**

- Date of birth: 08/18/1963
- Pennsylvania State University, Bachelor of Business Administration 1980-1983
- Cannon Trust School, 1996-1998
- Central Atlantic Advanced School of Banking, 1989

**Business Experience:**

- Prior to founding Zunic Advisory Services in 2004, Jeff was: President & CEO of Counsel Trust Company; Sr. Vice President for Waypoint Bank, President Waypoint Investment Group; Sr. Vice President, Bank of Hanover and Trust Company; Vice President, PNC Advisors; Vice President, York Bank & Trust Company; and Vice President, Farmers Bank and Trust Company.

**Disciplinary Information:** None

**Other Professional Activities:** Tax Preparation and consulting Services  
President, Philanthropic Endeavors Foundation, Inc.

**Supervision:** None

**Contact:** Phone: (717) 764-8992  
Email: jzunic@zunicadvisory.com