



Jesús A. Longoria, MS, CFP®

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This Brochure Supplement provides information about Jesús A. Longoria that supplements the Amicus Financial Advisors, LLC Brochure. You should have received a copy of that Brochure. Please contact our Managing Partner, Larry Peterson if you did not receive Amicus Financial Advisors, LLC's Brochure or if you have any questions about the contents of this supplement.

Additional information Jesús A. Longoria, MS, CFP® is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2- Educational Background and Business Experience

Jesús A. Longoria, MS, CFP®

Born 1971

Education:

Texas Tech University – MS in Personal Financial Planning	2001
Texas Tech University – BA in Spanish	1999

Business Background for the previous five years

Amicus Financial Advisors, LLC –Partner, Investment Advisor	8/2004 – Present
Tombs Maxwell, LLP – Settlement Planner	8/2010 – Present
Kaplan Continuing Education – Financial Planning Instructor	9/2008 – Present
SERCO – Army Community Service – SOS Financial Counselor	3/2009 – 2/2011
Amicus Consulting Group, LLP – Partner	8/2004 – 8/2010

Certifications

Certified Financial Planner™ 2004:

The 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. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 62,000 individuals have obtained CFP® certification in the United States.

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.

Item 3- 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 each supervised person providing investment advice. No information is applicable to this Item.

Item 4- Other Business Activities

Mr. Longoria is separately licensed as an independent insurance agent. In this capacity, he can effect transactions in insurance products for his clients and earn commissions for these activities. The fees you pay our firm for advisory services are separate and distinct from the commissions earned by Mr. Longoria for insurance related activities. This may present a conflict of interest because Mr. Longoria may have an incentive to recommend insurance products to you for the purpose of generating commissions rather than solely based on your needs. However, Amicus advisors only sell Term and Fixed Insurance products and you are under no obligation, contractually or otherwise, to purchase insurance products through any person affiliated with our firm.

Item 5- Additional Compensation

Mr. Longoria does not receive any additional compensation for providing advisory services beyond that received as a result of his capacity as Investment Advisor Representative and Managing Partner of Amicus Financial Advisors, LLC. Some commissions are received from

the sale of insurance products to clients in the course of providing financial planning recommendations. – See Item 4 above.

Item 6 - Supervision

Mr. Longoria is supervised by the Chief Compliance Officer Larry Peterson, MS, CFP®. Mr. Peterson conducts periodic review of client accounts and communications. Mr. Peterson can be contacted at 801-938-1226.