

**ITEM 1: COVER PAGE FOR  
PART 2B OF FORM ADV:  
BROCHURE SUPPLEMENT  
DATED MARCH 2, 2012**

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**This brochure supplement provides information about Mr. Zhang that supplements our brochure. You should have received a copy of that brochure. Please contact Ms. Chen-Zhang, Chief Compliance Officer, if you did not receive our firm's brochure or if you have any questions about the contents of this supplement.**

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

## **Item 2 Educational Background and Business Experience**

We are required to disclose the following information about Mr. Zhang:

### **Charles Cheng Zhang**

**Year of Birth:** 1967

#### **Formal Education after high school:**

09/03/2002 – 06/18/2004; Northwestern University; MBA

01/08/1990 – 06/30/1991; Western Michigan University; MA in Economics

03/2005 - 01/09/2006; The Institute of Business & Finance; MS in Financial Services

#### **Business Background (for the past 5 years):**

03/12 - Present; Zhang Financial LLC d.b.a. Zhang Financial; President & Investment Adviser Representative

01/08 - Present; LPL Financial; Registered Representative

05/1991 – 12/2007: IDS Life Insurance Company; Financial Advisor

05/1991 – 12/2007: American Express Financial Advisors, Inc.; Financial Advisor

#### **Licenses and Other Professional Designations:**

07/91 – Series 7

07/91 – Series 63

02/95 – Certified Financial Planner – CFP

08/95 – Chartered Financial Consultant – ChFC the American College

10/96 – Chartered Life Underwriter – CLU the American College

03/00 – Certified Fund Specialist – CFS Institute of Business and Finance

We may list any professional designations held by Mr. Zhang. We must provide you with a sufficient explanation of the minimum qualifications required for each designation to allow you to understand the value of the designation.

### **CFP® - Certified Financial Planner™:**

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.

### **ChFC® (Chartered Financial Consultant®):**

The ChFC® designation has been a mark of excellence for almost thirty years and currently requires nine college-level courses, the most of any financial planning credential. Average study time to earn the ChFC® exceeds 450 hours. Required courses cover extensive education and application training in financial planning, income taxation, investments, and estate and retirement planning. Additional electives are chosen from such topics as macroeconomics, financial decisions for retirement, and executive compensation. ChFC® designees must meet experience requirements and adhere to continuing education and ethical standards. The credential is awarded by The American College, a non-profit educator with an 84-year heritage and the highest level of academic accreditation.

### **CLU® (Chartered Life Underwriter®):**

For 84 years the CLU® has been the respected risk management credential for advisors. Designees have completed eight or more college-level courses representing an average study time of 400 hours. Topics for required courses include insurance and financial planning, life insurance law, estate planning, and planning for business owners and professionals. Elective courses include such advanced topics as income taxes, group benefits, retirement planning, and health insurance. CLU® designees must meet experience and continuing education requirements and must adhere to a high ethical standard. The mark is awarded by The American College, a non-profit educator with the top level of academic accreditation.

### **CFS® - Certified Fund Specialist®:**

Mr. Zhang has earned a CFS designation. The Certified Fund Specialist® (CFS®) designation is now celebrating its 21st year in existence. More than 11,000 members of the financial services community have already completed the program. CFS® is the oldest designation in the mutual fund industry.

As a certified funds specialist, candidates learn criteria such as alpha, beta, correlation coefficient, first-auto correlation, R-squared, and standard deviation that should be incorporated in the selection process. The programs also benefit individuals in related job functions such as operations, marketing, sales support, distribution, customer service and back office support.

With mutual funds training, a Certified Fund Specialist® is able to evaluate and compare financial measurements and benchmarks when constructing a portfolio. Modern portfolio theory (MPT) is a key part of the program; its components are broken down and detailed in terms the advisor can easily understand and convey to a client. Armed with MPT and other selection criteria learned as part of the mutual fund education, a suitable and efficient portfolio using closed-end, exchange-traded, and open-end funds can be derived.

Practitioners and academics continually update the CFS® materials. Students obtain the best of both worlds—the practical as well as the theoretical. Closed-end funds, ETFs, REITs and UITs are also covered, thereby providing the student with a more rounded education. With this additional investment knowledge, advisors and brokers offer ideas to clients that they would not receive elsewhere.

### Item 3 Disciplinary Information

If there are legal or disciplinary events material to your evaluation of Mr. Zhang, we are required to disclose all material facts regarding those events.<sup>1</sup>

We have nothing to disclose in this regard.

### Item 4 Other Business Activities

A. If Mr. Zhang is actively engaged in any investment-related business or occupation, including if Mr. Zhang is registered, or has an application pending to register, as a broker-dealer, registered representative of a broker-dealer, futures commission merchant (“FCM”), commodity pool operator (“CPO”), commodity trading advisor (“CTA”), or an associated person of an FCM, CPO, or CTA, we are required to disclose this fact and describe the business relationship, if any, between the advisory business and the other business.

1. If a relationship between the advisory business and Mr. Zhang’s other financial industry activities creates a material conflict of interest with you, the SEC requires us to describe the nature of the conflict and generally how we address it.

We have nothing to disclose in this regard.

2. If Mr. Zhang receives commissions, bonuses or other compensation based on the sale of securities or other investment products, including as a broker-dealer or registered representative, and including distribution or service (“trail”) fees from the sale of mutual funds, we have to disclose this fact. If this compensation is not cash, we are required to explain what type of compensation Mr. Zhang receives. We must explain that this practice gives Mr. Zhang an incentive to recommend investment products based on the compensation received, rather than on your needs.

Mr. Zhang is a registered representative of LPL Financial, member FINRA/SIPC. He may offer securities and receive normal and customary commissions as a result of securities transactions. This presents a conflict of interest to the extent that Mr. Zhang recommends that a client invest in a security which results in a commission being paid to him.

B. If Mr. Zhang is actively engaged in any business or occupation for compensation not discussed in response to Item 4.A, above, and the other business activity or activities provide

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<sup>1</sup> **Note:** Our firm may, under certain circumstances, rebut the presumption that a disciplinary event is material. If an event is immaterial, we are not required to disclose it. When we review a legal or disciplinary event involving Mr. Zhang to determine whether it is appropriate to rebut the presumption of materiality, we consider all of the following factors: (1) the proximity of Mr. Zhang to the advisory function; (2) the nature of the infraction that led to the disciplinary event; (3) the severity of the disciplinary sanction; and (4) the time elapsed since the date of the disciplinary event. If we conclude that the materiality presumption has been overcome, we prepare and maintain a file memorandum of our determination in our records. We follow SEC rule 204-2(a)(14)(iii) and similar state rules.

a substantial source of Mr. Zhang's income or involve a substantial amount of Mr. Zhang's time, we are required to disclose this fact and must describe the nature of that business. If the other business activities represent less than 10 percent of Mr. Zhang's time and income, we may presume that they are not substantial.

Mr. Zhang, in his individual capacity, is a licensed insurance agent through numerous insurance companies, and in such capacity, may recommend, on a fully disclosed commission basis, the purchase of certain insurance products. While our firm does not sell such insurance products to our investment advisory clients, we permit Mr. Zhang, in his individual capacity as a licensed insurance agent, to sell insurance products to our investment advisory clients. A conflict of interest exists to the extent that he may recommend the purchase of insurance products where Mr. Zhang receives insurance commissions or other additional compensation. He spends 1% of his time on these activities.

### **Item 5 Additional Compensation**

If someone who is not a client provides an economic benefit to Mr. Zhang for providing advisory services, we are required to generally describe the arrangement. For purposes of this Item, economic benefits include sales awards and other prizes, but do not include Mr. Zhang's regular salary. Any bonus that is based, at least in part, on the number or amount of sales, client referrals, or new accounts should be considered an economic benefit, but other regular bonuses should not.

We have nothing to disclose in this regard.

### **Item 6 Supervision**

We are required to explain how we supervise Mr. Zhang, including how we monitor the advice Mr. Zhang provides to you. Our firm has to provide the name, title and telephone number of the person responsible for supervising Mr. Zhang's advisory activities on behalf of our firm.

Ms. Chen-Zhang, Chief Compliance Officer of our firm, supervises Mr. Zhang's activities to ensure compliance with our firm's Code of Ethics.