

**Item 1: Cover Page for Part 2B of Form ADV:  
Brochure Supplement  
October 2013**

**Kelly L. Monroe**



**KEYSTONE**  
ADVISORY GROUP

**1633 Bayshore Highway, Suite 150  
Burlingame, CA 94010  
[www.TheKey2Retire.com](http://www.TheKey2Retire.com)**

**Firm Contact:  
Kelly Monroe  
Chief Compliance Officer**

**This brochure supplement provides information about Kelly L. Monroe that supplements our brochure. You should have received a copy of that brochure. Please contact Ms. Monroe if you did not receive Keystone Advisory Group's brochure or if you have any questions about the contents of this supplement.**

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

## Item 2: Educational Background & Business Experience

**Kelly Lisa Monroe**

**Year of Birth:** 1966

### **Educational Background:**

- 1987: Cannon Business College; Diploma in Accounting & Business Administration

### **Business Background:**

- 02/2010 – Present The Monroe Team, Inc dba Keystone Advisory Group; President, Chief Compliance Officer & Investment Advisor
- 04/2004 – Present Self Employed; Life Insurance Agent
- 04/1995 – Present Self Employed; Quilt-Maker
- 07/2011 – 09/2013 Brokers International Financial Services, LLC; Registered Representative & Investment Advisor
- 07/2011 – 04/2012 KLM Financial & Insurance Services; Owner
- 09/2007 – 07/2011 H. Beck, Inc; Registered Representative & Investment Advisor
- 07/2006 – 07/2007 Legacy Advisory Services, Inc; Investment Advisor
- 04/2006 – 07/2007 Legacy Financial Services, Inc; Registered Representative

### **Exams, Licenses & Other Professional Designations:**

- 2006: Series 6, Series 63 & Series 65 Exams
- 2004: Fixed & Health Insurance License

## Item 3: Disciplinary Information<sup>1</sup>

There are no legal or disciplinary events material to the evaluation of Ms. Monroe.

## Item 4: Other Business Activities

Ms. Monroe is a licensed insurance agent. She may offer insurance products and receive normal and customary fees as a result of insurance sales. A conflict of interest may arise as these insurance sales may create an incentive to recommend products based on the compensation she and/or our supervised persons may earn and may not necessarily be in the best interests of the client.

Doing business as Project Prepare2Retire, the Monroe Team, Inc provides education seminars and/or webinars. Clients of Keystone Advisory Group will not be solicited to participate. Ms. Monroe spends approximately 1% of her time with this activity.

## Item 5: Additional Compensation

We have nothing to disclose in this regard.

## Item 6: Supervision

Kelly L. Monroe is the sole principal and Chief Compliance Officer and as such has no internal supervision placed over her. She is, however, bound by our firm's Code of Ethics.

<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 Kelly L. Monroe to determine whether it is appropriate to rebut the presumption of materiality, we consider all of the following factors: (1) the proximity of Kelly L. Monroe 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.

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

Ms. Monroe has not been found liable in an arbitration claim alleging damages in excess of \$2,500, nor has she been found liable in a civil, self-regulatory organization or administrative proceeding.

Ms. Monroe has not been the subject of a bankruptcy petition.