

**Part 2A of Form ADV: Firm Brochure**

**Item 1: Cover Page**

March 3, 2014

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This brochure provides information about the qualification and business practices of The Caring Advisors, LLC. If you have any questions about the contents of this brochure, please contact us at 941-952-1188 or by email at [michael.walsh@LPL.com](mailto:michael.walsh@LPL.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.

Additional information about The Caring Advisors, LLC. also is available on the SEC website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

Registration as a Registered Investment Advisor (RIA) or registration as an Investment Advisor Representative (IAR) does not imply a certain level of skill or training.

**Item 2: Material Changes**

Material Changes made since last since our last update:

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#### **Item 4: Advisory Business**

The Caring Advisors, LLC. (hereinafter "the Adviser") is a Limited Liability Corporation formed under the laws of the state of Florida and also registered with the SEC as an investment adviser. Joseph P. Walsh, Jr. has been in financial services for over 20 years is the principal owner.

As of March 03, 2014 the total Discretionary assets under management are \$199,224,588 and total Non-Discretionary \$37,103,620.

It is in the interest of the Adviser to implement investments through LPL Financial. This may or may not represent a conflict of interest between the investment adviser and the client. The client is under no obligation to act upon the investment adviser's recommendation and if the client elects to act on any of the recommendations, the client is under no obligation to effect the transaction through the investment adviser.

Adviser provides Investment advisory services to its clients on a discretionary basis and non-discretionary basis. The advisory services include providing advice regarding asset allocation and the selection of investments. Account management is guided by and tailored to the stated objectives of the client. Various client needs are considered, such as whether the client needs income generating investments, tax aware investments, etc. In addition, the Adviser considers the client's risk profile and financial status prior to making any recommendations. Clients may impose restrictions on investing in certain securities or types of securities.

#### **LPL Financial Sponsored Advisory Programs**

The Adviser may provide advisory services through certain programs sponsored by LPL Financial Corporation (LPL) (CRD 6413), a registered investment advisor and broker-dealer. Below is a brief description of each LPL advisory program available to the Adviser. Note that when client signs application there is a fee schedule which fully discloses all charges.

#### **Optimum Market Portfolios Program (OMP)**

OMP offers clients the ability to participate in a professionally managed asset allocation program using Optimum Funds Class I shares. Under OMP, client will authorize LPL on a discretionary basis to purchase and sell Optimum Funds pursuant to investment objectives chosen by the client. Advisor will assist the client in determining the suitability of OMP for the client and assist the client in setting an appropriate investment objective. Advisor will have discretion to select a mutual fund asset allocation portfolio designed by LPL consistent with the client's investment objective. LPL will have discretion to purchase and sell Optimum Funds pursuant to the portfolio selected for the client. LPL will also have authority to rebalance the account. Suitability will be determined by a number of factors including clients stated investment objective. A minimum account value of \$15,000 is required for OMP.

#### **Personal Wealth Portfolios Program (PWP)**

PWP offers clients an asset management account using asset allocation model portfolios designed by LPL. Adviser will have discretion for selecting the asset allocation model portfolio based on client's investment objective. Advisor will also have discretion for selecting third party money managers (PWP Advisors) or mutual funds within each asset class of the model portfolio. LPL will act as the overlay portfolio manager on all PWP accounts and will be authorized to purchase and sell on a discretionary basis mutual funds and equity and fixed income securities. A minimum account value of \$250,000 is required for PWP.

### **Model Wealth Portfolios Program (MWP)**

MWP offers clients a professionally managed mutual fund asset allocation program. The Adviser will obtain the necessary financial data from the client, assist the client in determining the suitability of the MWP program and assist the client in setting an appropriate investment objective. The Advisor will initiate the steps necessary to open an MWP account and have discretion to select a model portfolio designed by LPL's Research Department consistent with the client's stated investment objective. LPL Research Department is responsible for selecting the mutual funds within a model portfolio and for making changes to the mutual funds selected. The client will authorize LPL to act on a discretionary basis to purchase and sell mutual funds (including in certain circumstances exchange traded funds) and to liquidate previously purchased securities. The client will also authorize LPL to effect rebalancing for MWP accounts.

The MWP program makes available model portfolios designed by strategists other than LPL Research Department. Adviser has discretion to choose among the available models designed by LPL and outside strategists. Recommendations are based on factors such as the stated objectives of the client. A minimum account value of \$25,000 is required for MWP.

### **Manager Access Select Program**

Manager Access Select provides clients access to the investment advisory services of professional portfolio management firms for the individual management of client accounts. Advisor will assist client in identifying a third party portfolio manager (Portfolio Manager) from a list of Portfolio Managers made available by LPL. The Portfolio Manager manages client's assets on a discretionary basis. Advisor will provide initial and ongoing assistance regarding the Portfolio Manager selection process. A minimum account value of \$100,000 is required for Manager Access Select, however, in certain instances; the minimum account size may be lower or higher.

### **Wrap Fee Programs**

We offer an occasionally used wrap fee program that includes custom portfolio management services. The difference between the wrap fee program and non-wrap fee programs is that occasionally a client has a need to accommodate existing legacy or municipal bond or other positions into a model so we design a model around the specific need. Our fee includes the cost of asset management, the cost of trades and our advisory fees. Our wrap fee assets under management as of January 24, 2013 are \$24,952,739 which is included in the total assets under management.

### **Financial Planning and Wealth Consulting**

The Adviser provides financial planning, wealth consulting and plan update services to individuals and businesses. We offer a customized variety of financial plans to suit our client preferences and budgets. The Adviser may also provide non-securities advice on topics that may include but are not limited to business, retirement, estate, budgetary, college, personal and business tax planning.

### **Life Planning**

A full scale Life Planning engagement uses the Kinder method of Life Planning. While appropriate and beneficial for everyone, it is of most urgent use for those who are unhappy on their present life course, feel blocked, are in transition, or who want to explore an entirely new and different course for their lives. Life Planning is not therapy. It does not look back, and only looks ahead — and it does so with exquisite elegance. As a Registered Life Planner®, we are prepared to assist a client with this meticulously defined professional process.

## Item 5: Fees and Compensation

Management fees are based on the account's asset value as of the last business day of the prior calendar quarter and are prorated for accounts opened during the quarter. Annualized fees are agreed upon in advance by client and adviser. A typical schedule follows:

<b>Assets Under Management</b>	<b>Annualized Fee</b>
Under \$5,000,000	Up to 1.75%
Over \$5,000,000	Up to 0.75%

Our minimum fee is \$2,500 annually.

Management fees are paid quarterly in advance. They are due on the first day of the calendar quarter, and are deducted from the advisory account by the Custodian. Fees will be assessed pro rata in the event the portfolio management agreement is executed at any time other than the first day of a calendar quarter.

The fees are not charged on the basis of a share of capital gains or capital appreciation. They are reduced by any 12b1 trails received by the Adviser.

The Adviser recommends a minimum of \$500,000 to establish a new advisory account; however, the Adviser may waive this minimum in its discretion, if for example, the client appears to have significant potential for increasing their assets under management. Moreover, the Adviser may allow clients to combine their related family accounts in order to meet the minimum account size recommendation. In addition, the Adviser may continue to service existing accounts that have values that are below the recommended minimum.

An advisory client will have a period of five (5) business days from the date of signing the investment management agreement to unconditionally rescind the agreement and receive a full refund of all fees. After the initial 5 business days, the client will be billed pro rata for any services provided during the time after the 5 business days and to the time notice of termination is received. In the event there any prepaid fees, they will be refunded pro rata to the client.

Adviser provides discretionary investment advisory services for client accounts. Adviser's discretionary authority will be granted by the client in the client agreement. When discretionary authority is granted, it is limited in that Advisor will only be given discretionary trading authority. This authority will allow Adviser to determine the type of securities and the amount of securities that can be bought or sold for the client portfolio without obtaining the client's consent for each transaction. Associated persons of the Adviser, in their capacities as registered representatives may suggest that clients implement recommendations through LPL Financial (CRD 6413) 9785 Towne Centre Drive, San Diego, CA 92121 phone 800-877-7210. If the client chooses to do so, this would present a conflict of interest to the extent that registered representatives could receive commissions as registered representatives or compensation as an investment adviser representative.

Clients are under no obligation to implement recommendations through registered representatives but if they do so. Clients may pay lower fees for comparable services that may be available from other sources.

### **Fees for LPL Advisory Programs**

The account fee charged to the client for each LPL advisory program is negotiable. LPL Financial will deduct the total fees from the client account and pay the Adviser their appropriate portion. LPL Advisory Program Fee range is as follows:

<b>LPL Advisory Program</b>	<b>Fee Range</b>
Manager Access Select	1.0 to 2.9%
OMP	1.0 to 2.5%
PWP	1.0 to 2.5%
MWP	1.0 to 2.5%

Transactions in LPL advisory program accounts are generally effected through LPL as the executing broker-dealer.

Depending on the size of the account, changes in its value over time, the ability to negotiate fees and the number of transactions, the amount of this compensation may be more or less than what the Adviser would receive if the client participated in other programs, whether through LPL or another sponsor, or paid separately for investment advice, brokerage and other services.

### **Fees for Wrap Fee Accounts**

The wrap accounts fees are the same as the Advisory Fees. There is no additional fee for the program other than the advisory fees stated above. Wrap fee accounts do not refer to the following LPL sponsored programs MWP, PWP, OMP, MAS, for which there is an additional fee as individually stated above in Section 4.

<b>Accounts</b>	<b>Maximum Fee</b>
Under \$5,000,000	Up to 1.75%
Over \$5,000,000	Up to 0.75%

### **Fees for Financial Planning and Wealth Consulting**

The Adviser charges a fixed fee for planning and wealth consulting services. Fixed fees generally range from \$1,000 to \$10,000 based on the scope and complexity of the services being provided, and dependent on the facts and circumstances of the client financial situation and the complexity of the financial plan or service requested.

The fee will be paid quarterly, in advance. If the Client has not signed a separate Investment Management Agreement with Adviser, Adviser will send a bill to the Client each quarter, which will be due within 30 days of receipt. If the Client has signed a separate Investment Management Agreement with Adviser, the Client authorizes the Adviser to invoice the custodian of the account for the advisory fee under the terms set forth in that agreement and shall instruct the custodian to pay the amount invoiced directly to Adviser.

Fees are due and payable upon completion of the plan or services. All plans will be completed within 6 months from the date of contract.

If clients elect to implement recommendations made in a financial plan their accounts may incur transaction costs, retirement plan administration fees, and other mutual fund annual expenses. These fees are in addition to and separate from planning and consulting fees.

The Client or the Adviser may terminate services prior to completion by providing written notice to the other party. Termination will be effective upon receipt of such notice of termination. If notice of termination is received within five (5) business days of executing an agreement for services, services will be terminated without penalty. The Adviser will only bill, at its standard rate, for the actual services completed prior to the time notice of termination is received. After the initial five business days, the Client will be billed for time and effort expended prior to receipt of notice of termination and the Adviser will refund any unearned fees to the Client. If additional fees are due from the Client, the Adviser will provide the Client a billing notice and fees will be due and payable upon receipt of such billing notice.

### **Life Planning Fees**

The Adviser charges a fixed fee for life planning services. The customary fee is \$10,000 per engagement which includes a financial plan. The Engagement is completely customized for each client individually. Clients will receive a detailed letter of engagement mutually agreed upon by client and Adviser.

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

The Caring Advisors, LLC does not accept performance-based fees or participate in side-by-side management. Disclosure of this information does not apply.

### **Item 7: Types of Clients**

Adviser generally provides investment services to the following types of clients:

- Individuals
- Corporations
- Trusts, Estates, or Charitable organizations
- Pension and Profit Sharing plans

The Adviser recommends a minimum of \$500,000 to establish a new advisory account; however, the Adviser may waive this minimum in its discretion, if for example, the client appears to have significant potential for increasing their assets under management. Moreover, the Adviser may allow clients to combine their related family accounts in order to meet the minimum account size recommendation. In addition, the Adviser may continue to service existing accounts that have values that are below the recommended minimum.

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

The Adviser employs a wide range of methods to evaluate investments and manage portfolios, including fundamental analysis, some aspects of technical analysis as well as analysis of economic, market, industry, firm, and product cycles and trends. The Firm's investment philosophy is both strategic and technical, with an emphasis on seeking a margin of safety via significant diversification of the portfolios.

Typical sources of information include company SEC filings, press releases, company websites, company earnings calls, financial news and quotation services, mutual fund prospectuses, financial data providers, financial newspapers and magazines, corporate rating services, analyst research reports, financial weblogs, internet discussion boards, financial websites, and LPL Financial Research Department.



The Firm continually adapts its investment strategies to current economic, governmental, and securities market conditions as well as individual client needs. Decades of experience have shown that no one approach works at all times for all clients. The Caring Advisors, LLC. does NOT take custody of any assets. Any investment management assets will be held by outside organizations (LPL Financial, or individual investment account) Generally we will hold securities in taxable client accounts for over one year, but, when appropriate, will sell within a year to capture a large gain or realize a tax loss. The Caring Advisor, LLC., generally, does not recommend short sales or engage in margin transactions for clients except in special circumstances and at a client's specific request. It occasionally recommends option transactions at the request of clients, but does not employ options or other derivatives in accounts over which it has discretionary investment authority. The Adviser utilizes analysis provided by third-party firms to evaluate investment products.

The Adviser discloses to all of its clients that investment in any type of security involves risk of loss that they should be prepared to bear. As such, the Adviser does not represent, warranty, or imply that the services or methods of analysis employed by the firm can or will predict future results, successfully identify market tops or bottoms, or insulate clients from losses due to market corrections or declines.

The investment strategies used to implement any investment advice given by the Adviser to its clients include long term purchases (securities held at least a year) and short term purchases (securities sold within a year)

#### **Item 9: Disciplinary Information**

Neither Adviser nor any of its investment adviser representatives have been involved in any legal or disciplinary action.

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

The principal of the firm, Joseph Walsh Jr., and other licensed professionals, Joseph P. Walsh III, Michael J Walsh, and Elizabeth Brickman, are each licensed to sell securities through LPL Financial, a securities broker/dealer registered with the Securities and Exchange Commission and member FINRA and SIPC. In this capacity they are involved in the sale of securities of various types, including but not limited to, stocks, bonds, and mutual funds.

Commissions or fees on investment advisory service may be shared with LPL Financial for their supervisory responsibilities.

While we routinely recommend other financial professionals (CPA's, attorneys, pension administrators, etc.) The Caring Advisors, LLC. and the advisors are expressly prohibited from receiving compensation directly or indirectly from these providers.

Joseph Walsh Jr. and Elizabeth Brickman are licensed insurance agents involved in the sale of various types of insurance products on a limited basis. Upon request from a client, assistance may be provided in purchasing life insurance, disability insurance or long term care insurance.

## **Item 11: Code of Ethics, Participation or Interest in *Client* Transactions and Personal Trading**

The Caring Advisors, LLC. strives to comply with all applicable laws and regulations governing our practices. Our goal is to protect your interests at all times and to demonstrate our commitment to our fiduciary duties of honesty, good faith and fair dealing with you. Consequently the Advisor has adopted a Code of Ethics for all persons of the firm describing its high standard of business conduct, and fiduciary duty to its clients. This Code of Ethics, as established by the Certified Financial Planner Board of Standards requires all persons at The Caring Advisors, LLC. to acknowledge the terms of the Code of Ethics annually, or as amended.

### **Code of Ethics for Certified Financial Planners:**

#### **Principle 1 – Integrity: Provide professional services with integrity.**

Integrity demands honesty and candor which must not be subordinated to personal gain and advantage. Advisors are placed in positions of trust by clients, and the ultimate source of that trust is the advisors' personal integrity. Allowance can be made for innocent error and legitimate differences of opinion, but integrity cannot co-exist with deceit or subordination of one's principles.

#### **Principle 2 – Objectivity: Provide professional services objectively.**

Objectivity requires intellectual honesty and impartiality. Regardless of the particular service rendered or the capacity in which a advisor functions, Advisors should protect the integrity of their work, maintain objectivity and avoid subordination of their judgment.

#### **Principle 3 – Competence: Maintain the knowledge and skill necessary to provide professional services competently.**

Competence means attaining and maintaining an adequate level of knowledge and skill, and application of that knowledge and skill in providing services to clients. Competence also includes the wisdom to recognize the limitations of that knowledge and when consultation with other professionals is appropriate or referral to other professionals necessary. Advisors make a continuing commitment to learning and professional improvement.

#### **Principle 4 – Fairness: Be fair and reasonable in all professional relationships. Disclose conflicts of interest.**

Fairness requires impartiality, intellectual honesty and disclosure of material conflicts of interest. It involves a subordination of one's own feelings, prejudices and desires so as to achieve a proper balance of conflicting interests. Fairness is treating others in the same fashion that you would want to be treated.

#### **Principle 5 – Confidentiality: Protect the confidentiality of all client information.**

Confidentiality means ensuring that information is accessible only to those authorized to have access. A relationship of trust and confidence with the client can only be built upon the

understanding that the client's information will remain confidential.

**Principle 6 – Professionalism: Act in a manner that demonstrates exemplary professional conduct.**

Professionalism requires behaving with dignity and courtesy to clients, fellow professionals, and others in business-related activities. Advisors cooperate with fellow Advisors to enhance and maintain the profession's public image and improve the quality of services.

**Principle 7 – Diligence: Provide professional services diligently.**

Diligence is the provision of services in a reasonably prompt and thorough manner, including the proper planning for, and supervision of, the rendering of professional services.

Additionally, the Advisor has instructed its personnel in their ethical obligations and provides rules for their personal securities transactions. The Advisor and its personnel owe a duty of loyalty, fairness and good faith towards their clients, and the obligation to adhere not only to the specific provisions of the Code but to the general principles that guide the Code.

The complete Code covers a range of topics that may include: general ethical principles, reporting personal securities trading, exceptions to reporting securities trading, reportable securities, initial public offerings and private placements, reporting ethical violations, distribution of the Code, review and enforcement processes, amendments to Form ADV and supervisory procedures. The Advisor will provide a copy of the Code to any client or prospective client upon request.

**Personal Trading Practices** – Our firm, or people associated with the firm, may buy or sell the same securities in which you are already invested. A conflict of interest exists in such cases if we have the ability to trade ahead of you and potentially receive more favorable prices than you will receive. To eliminate this conflict of interest, it is our policy that no one at the firm shall have priority over your account in the purchase or sale of securities.

## Item 12: Brokerage Practices

Adviser provides discretionary investment advisory services for client accounts. Adviser's discretionary authority will be granted by the client in the client agreement. When discretionary authority is granted, it is limited in that Adviser will only be given discretionary trading authority. This authority will allow Adviser to determine the type of securities and the amount of securities that can be bought or sold for the client portfolio without obtaining the client's consent for each transaction. Associated persons of the Adviser, in their capacities as registered representatives may suggest that clients implement recommendations through LPL Financial (CRD 6413) 9785 Towne Centre Drive, San Diego, CA 92121 phone 800-877-7210. If the client chooses to do so, this would present a conflict of interest to the extent that registered representatives could receive commissions as registered representatives or compensation as an investment adviser representative.

Clients are under no obligation to implement recommendations through registered representatives but if they do so, they may pay commissions or fees that are higher or lower than those that may be obtained from elsewhere for similar services.

Clients wishing to implement Adviser's advice are free to select any broker they wish and are so informed. If clients wish to have Adviser's associated persons implement the advice in their capacity as registered representative, LPL will be used. Associated persons of Adviser are registered representatives of LPL and are required to use the services of LPL when acting in their capacity as registered representatives. LPL has a wide range of approved securities products for which LPL performs due diligence prior to selection. LPL's registered representatives are required to adhere to these products when implementing securities transactions through LPL. Commissions charged for these products may be higher or lower than commissions clients may be able to obtain if transactions were implemented through another broker/dealer. Because the associated persons of Adviser may also be registered representatives of LPL, LPL provides compliance support to Adviser's associated persons. In addition to compliance support, LPL also provides the associated persons of Adviser, and therefore Adviser, with back-office operational, technology, and other administrative support.

If clients wish to implement the advice of Adviser through any of the programs described in this Schedule F, LPL will be used as the broker/dealer and/or custodian. LPL will be the primary broker/dealer and custodian recommended due to Adviser's associated persons' relationship with LPL. Adviser recommends broker/dealers and custodians that Adviser feels will provide services in a manner and at a cost that will allow Adviser to meet its duty of best execution. However, Adviser may be limited in the broker/dealer or custodians that it is allowed to use due to Adviser's associated persons relationship with LPL. LPL may limit or restrict the broker/dealer or custodial platforms for its registered representatives that are also independently licensed due to its duty to supervise the transactions implemented by these individuals.

While there is no direct linkage between the investment advice given to clients and Adviser's recommendation of LPL, economic benefits may be provided by LPL to Adviser that will not be provided if the client selects another broker/dealer or account custodian. These benefits may include: negotiated costs for transaction implementation, a dedicated trade desk that services LPL participants exclusively, a dedicated service group and an account services manager dedicated to Adviser's accounts, access to a real-time order matching system, electronic download of trades, balances and position information, access, for a fee, to an electronic interface with the account custodian's software, duplicate and batched client statements, confirmations and year-end report

**Item 13: Review of Accounts**

The Advisors will review each client's investment account on at least an annual basis. Most larger accounts are reviewed quarterly or periodically throughout a year. Meetings with clients to discuss investment accounts will be scheduled on a mutually agreed upon basis, generally every 13 to 26 weeks. Triggering factors that stimulate the review of a client's account during interim annual periods include, but are not limited to, changes in an account holder's personal, tax, or financial status, or the client's request for an additional review and/or the additional deposit of funds into the account.

Macroeconomic and company specific events may also trigger reviews. There is currently no limit on the number of accounts that can be reviewed by the individuals named above.

Advisory account statements are generated no less than quarterly. These statements are sent directly to the account owner. These reports list the account positions, activity in the account over the covered period, and other related information. Clients are also sent confirmations following each brokerage account transaction. Quarterly Portfolio Summaries are also provided.

**Item 14: *Client* Referrals and Other Compensation**

Adviser does not engage in either client referrals for compensation nor compensates any person for client referrals.

**Item 15: *Custody***

Adviser does not have custody of client funds or securities.

**Item 16: Investment Discretion**

The Adviser will manage the client's securities portfolios on a discretionary basis and have limited power of attorney to execute transactions on behalf of the client without obtaining specific client consent prior to every transaction. This authority is limited to securities contained in the client's managed accounts.

**Item 17: Voting *Client* Securities**

The Adviser will is not required to take any action or render any advice with respect to proxy voting solicited by, or with respect to, the issuers of securities in which client's assets may be invested. On rare occasions and only the at the client's request, the Adviser will offer advice regarding corporate actions and the exercise of proxy voting rights.

**Item 18: Financial Information**

The Adviser does not custody client funds, and does not require or solicit prepayment of more than \$500 in fees per client, six months or more in advance.

**Item 19: Requirements for State-Registered Advisers**

The Adviser generally requires that individuals involved in determining or giving investment advice be a Certified Financial Planner and have at least five years of financial planning, advisory, or brokerage related experience. The Adviser requires that each associate have any licenses required in each applicable state.

Name: Joseph P Walsh Jr.

DOB: May 8, 1952

Post H.S. Education:

- 1974- B.S. Management - Northern Illinois University
- 1986- MBA/Finance - Northern Illinois University
- 1986- CFP (Certified Financial Planning) College for Financial Planning
- 1986 – NASD Series 7
- 1986 - NASD Series 65
- 1990- CFA (Chartered Financial Analyst) Assoc. for Invest Mgmt Research
- 1995- NASD Series 24
- 1999- CRPC (Chartered Retirement Planning Counselor) College for Financial Planning
- 2007- Advanced Trust School- Cannon Financial
- 2008- Divorce Planning Program

Business Background:

- 1995 to present - Registered Representative and Investment Advisor Representative LPL Financial
- 1986 to present - Advisor/President Walsh & Associates, Ltd.
- 1986 to 1987 Registered Representative - Anchor Financial
- 1987 to 1990 Registered Representative – Mutual Service Corp
- 1975-1995 Owner - J.P. Hannagan's Restaurant

Name: Joseph P Walsh III

DOB: June 27, 1981

Post H.S. Education:

- 2002 - B.S. Finance - University of Florida
- 2005 - NASD Series 7
- 2005 – NASD Series 66
- 2005 – 2007 DePaul University - Certified Financial Planning coursework.

Business Background:

- 2004 to present- Registered Representative and Investment Advisor Representative LPL Financial
- 2004 to present- Advisor - Walsh & Associates, Ltd.

Name: Michael Walsh  
DOB: January 22, 1985

Post H.S. Education:

- 2006- B.S. Finance - University of Florida
- 2006- NASD Series 7
- 2006 – NASD Series 66
- 2006 - 2007 Kaplan University – Certified Financial Planner coursework

Business Background:

- 2006 to present- licensed assistant - LPL Financial
- 2006 to present- Advisor - Walsh & Associates, Ltd.

Name: Thomas Walsh  
DOB: October 27, 1987

Post H.S. Education:

- 2009- B.S. Finance – Northern Illinois University
- 2011- NASD Series 7

Business Background:

- 2009 to present- licensed assistant - LPL Financial
- 2009 to present- Advisor - Walsh & Associates, Ltd.

Name: Elizabeth Brickman  
DOB: June 19, 1952

*Experience:*

- President and Founder of The Caring Advisor, Inc. 1992 to 2012, former name Advantage Financial Planning, Inc.
- Over 20 years experience in financial services
- Former tax advisor
- President and Founder of Tax Facts USA, established 1988, sold 1994
- Certified Financial Planner 1993
- Investment Management for 20 years

*Broker Dealers Affiliations:*

- LPL Financial, 9/2009 to Present
- Mutual Service Corporations, 7/1992 to 9/2009

*Professional Activities:*

- Board of Directors for Institute for Certified Financial Planners (ICFP), 1995 - 2000
- Director of Ethics, Institute for Certified Financial Planners, 1995 - 2000
- Facilitator of annual required Ethics classes to fellow certified financial planners, 1995 – 2000.

- President-Elect, Institute for Certified Financial Planners, 2000
- Member since inception, Financial Planning Association (FPA)
- Former member International Association of Financial Planners
- MDRT member since 2003
- Former Board of Director, International Association of Financial Planners (IAFP), 1998 -1999
- Taught periodic high school Financial Planning program to teachers and department heads in Dade and Broward counties as volunteer through International Association of Financial Planners, late 1990's
- Taught special financial program event to gifted high school students at private high school through International Association of Financial Planning.
- Commissioned as one of two CFP®s commissioned nationally to help write financial planning book in 1996 by Oppenheimer Funds, —A Woman's Guide to Investing||.

*Education:*

- Kinder Institute Life Planning, Boston, MA 2010
- College for Financial Planning, Denver, CA 1994
- Continuing education in variety of programs and courses on financial topics

*Professional Credentials, Licensing and Certification:*

- Certified Financial Planner, College for Financial Planning, Denver, Co
- Registered Investment Advisor CRD#2266101
- Registered Securities Principal, Series 24
- Registered Life Planner, Kinder Institute of Life Planning, Boston, MA
- Qualified Kingdom Advisor, Kingdom Advisors, Atlanta, GA
- Securities licenses Series 6, 7, 26, and 63, registered in AL, AZ, CA, FL, GA, LA, MD, MO, NC, NM, NV, NY, OH, PA, SC, TN, TX, VA, WV,
- Health, Life and Annuities licenses in AL, CA, FL, GA, MO, NC, NV, PA, SC, SD, TX states

The Adviser assures that all material conflicts of interest under CCR Section 260.238 (k) are disclosed regarding the investment adviser, its representatives or any of its employees, which could be reasonably expected to impair the rendering of unbiased and objective advice.

The Adviser does not accept Performance-based fees as stated on item 6; therefore performance-based compensation does not apply.

The Adviser, its representatives or management person has never had or been involved in any of the events listed below:

1. An award or otherwise being *found* liable in an arbitration claim alleging damages in excess of \$2,500, *involving* any of the following:
  - (a) an investment or an *investment-related* business or activity;
  - (b) fraud, false statement(s), or omissions;
  - (c) theft, embezzlement, or other wrongful taking of property;
  - (d) bribery, forgery, counterfeiting, or extortion; or
  - (e) dishonest, unfair, or unethical practices.



2. An award or otherwise being *found* liable in a civil, *self-regulatory organization*, or administrative *proceeding involving* any of the following:

- (a) an investment or an *investment-related* business or activity;
- (b) fraud, false statement(s), or omissions;
- (c) theft, embezzlement, or other wrongful taking of property;
- (d) bribery, forgery, counterfeiting, or extortion; or
- (e) dishonest, unfair, or unethical practices.

The Adviser, its representatives or management person does not have any relationship or arrangement with any issuer of securities that is not listed on item 10.C of Part 2A.