

EFP ADVISORS INC.

D/B/A MCDANIEL & REGISTER INC.

D/B /A R. LENOIR & ASSOCIATES

Part 2B of Form ADV – Supplemental Brochure

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## ROBERT OTIS LENOIR, ChFC®, CLU®, LUTCF

EFP Advisors, Inc.  
1501 Lakeland Drive, Suite 250  
Jackson, MS 39216  
(601) 206-0010

February 13, 2014

This Brochure Supplement provides information about Robert Otis Lenoir, Investment Adviser Representative with EFP Advisors, Inc. (“EFP”). You should have received a copy of EFP’s Brochure. Please contact us at (601) 206-0010 if you did not receive a Brochure, or if you have any questions about the contents of this Supplement.

EFP requires any employees involved in the practice of providing investment advice to Clients to have at a minimum, a bachelor degree from an accredited university, preferably with a major in finance, economics, or business, etc. These employees must also pass appropriate licensing examinations and are strongly encouraged to seek continuing education opportunities available in the industry, including appropriate certifications or designations.

Robert Otis Lenoir has achieved the designation of ChFC®- Chartered Financial Consultant®, CLU®- Chartered Life Underwriter®, and LUTC Fellow (LUTCF). This designation is explained more fully below. Additional information about EFP and/or Robert Otis Lenoir is available on the SEC’s website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

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

### **Robert Otis Lenoir, ChFC®, CLU®, LUTCF**

Year of Birth: 1953

Investment Adviser Representative, EFP Advisors Inc

CRD number: 1499588

### **Business Background**

2013 - Present: EFP Advisors Inc, *Investment Adviser Representative*

2009 - Present: CS Planning Corp., R. Lenoir and Associates, *Owner, Producer, Financial Advisor*

2006 - 2009: Stanford Financial Group Company, *Financial Advisor*

1999 - 2006: EFP Wealth Management, *Financial Advisor/ Partner*

### **Industry Examinations and Professional Designations:**

Robert Otis Lenoir has previously taken and passed the following industry examinations: Series 7. He has also obtained the following designation: ChFC®- Chartered Financial Consultant®, CLU®- Chartered Life Underwriter®, and LUTC Fellow (LUTCF). The minimum qualifications required for this designation are provided below to assist you in understanding the value of the designation.

### **Information regarding the ChFC®- Chartered Financial Consultant®, CLU®- Chartered Life Underwriter®, and LUTC Fellow (LUTCF):**

#### **ChFC®- Chartered Financial Consultant®**

##### **ChFC® MINIMUM QUALIFICATIONS:**

- o Bachelor's degree or its equivalent, in any discipline, from an accredited university, this qualifies as one year of business experience
- o Three years of full-time business experience is required; this three-year period must be within the five years preceding the date of the award (part-time qualifying business experience is also credited toward the three-year requirement with 2,000 hours representing the equivalent of one year full-time experience).
- o Must fulfill the ChFC® seven course curriculum, as well as two additional elective courses
- o Pass the exams for all required and elective courses
- o Pass a background check and candidate fitness standards test. You must reveal any criminal history, pending litigation or ethical violations. The CFP board verifies all employment history, qualifications and disciplinary issues via FINRA's Central Registration Depository.

#### **CLU®- Chartered Life Underwriter®**

##### **MINIMUM QUALIFICATIONS:**

- o Once fulfilling the ChFC® designation, one may also earn the CLU® designation by completing a minimum of three additional courses.

- o For the CLU®, one must complete the remaining core courses and select from the electives list for that program if additional courses are still needed; electives in the ChFC® program may not be used as electives in the CLU® program.

### **LUTC Fellow (LUTCF)**

#### **MINIMUM REQUIREMENT:**

- o To earn the LUTCF designation, one must successfully complete 300 designation credits (or 5 courses) and one Ethics course – and be a National Association of Insurance and Financial Advisors (NAIFA) member in good standing during conferment year
- o Courses in the LUTCF Program are either in an 8-week or 12-week format

### **Item 3 Disciplinary Information**

Mr. Lenoir is currently named in two customer disputes for alleged material false and misleading representations in connection with the marketing and sale of Stanford International Bank CDs. The allegations are alleged to have occurred in September 2006 and June 2007.

### **Item 4 Other Business Activities**

Mr. Lenoir is also licensed as an insurance representative. In this capacity, Mr. Lenoir may recommend the purchase and sale of certain insurance products to Clients. As a fiduciary Mr. Lenoir must act primarily for the benefit of EFP Clients. He will only transact insurance related business with Clients when the products are fully disclosed, suitable and appropriate to fit their needs. Because the receipt of commissions by Mr. Lenoir presents a conflict of interest, Clients are informed that they are under no obligation to use Mr. Lenoir (or any individual associated with EFP Advisors, Inc.) for insurance products or services. Clients may use any insurance agency or agent they choose. Mr. Lenoir provides insurance services in connection with the implementation of various wealth management strategies.

### **Item 5 Additional Compensation**

Mr. Lenoir may also receive commissions or another form of compensation in connection with sales of insurance products to Clients. Clients are advised that the commissions earned by Mr. Lenoir for selling insurance products are separate and distinct from the fees paid to EFP for investment advisory services.

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## **Item 6 Supervision**

Mr. Lenoir is responsible for advice provided to certain Clients of EFP. Christopher Register, Chief Compliance Officer, (601) 206-0008 is involved in supervising the activities of Mr. Lenoir. Oversight is done through a review of several activities in our management systems which incorporate documentation of client interactions, paper flows and trading activities.