

**Item 1: Cover Page for Part 2B of Form ADV:  
Brochure Supplement  
May 2014**

**Eric Hatfield**

**Hatfield Insurance & Financial Services, Inc.  
13949 Ventura Blvd., Suite 330  
Sherman Oaks, CA 91423**

**Firm Contact:  
Eric Hatfield  
Chief Compliance Officer**

This brochure supplement provides information about Mr. Hatfield that supplements our brochure. You should have received a copy of that brochure. Please contact Mr. Hatfield 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. Hatfield is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## Item 2: Educational Background & Business Experience

**Eric David Hatfield**

**Year of Birth:** 1973

### **Educational Background:**

- 1996; University of Virginia; BS in Architecture

### **Business Background:**

- 10/2009 – Present Hatfield Insurance & Financial Services, Inc.; Managing Member, Chief Compliance Officer & Investment Advisor
- 01/2012 – 01/2014 New England Financial; Life Agent & Investment Advisor
- 07/2002 – 12/2011 MML Investors Services, Inc.; Investment Advisor
- 07/2002 – 12/2008 MassMutual Life Insurance Company; Life Agent

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

- 2007 – Chartered Financial Consultant (ChFC®)
- 2006 – Chartered Life Underwriter (CLU®)
- 2004 – Certified in Long Term Care (CLTC®)
- 2002 – Series 66 Exam
- 2002 – Series 7 Exam
- 2002 – Life Agent

**Chartered Financial Consultant** (ChFC®) designation is obtained by completing 6 core, 2 elective courses and a final exam for each course. As a prerequisite the IAR must have 3 years of full time business experience within the 5 years preceding the awarding of the designation. This designation requires 30 hours of continuing education every 2 years.

**Chartered Life Underwriter** (CLU®) designation is offered by The American College. To receive the CLU® designation, you must successfully complete all courses in your selected program, meet experience requirements and ethics standards, and agree to comply with The American College Code of Ethics and Procedures. Three years of full-time business experience is required for all Huebner School designations.

**Certified in Long-Term Care** (CLTC®) designation is obtained by taking a 7-part multi-disciplinary course. The program is offered either in a 2-day classroom setting, referred to as the Master Class, or by Correspondence Course. The Master Class is taught nationally by CLTC trained instructors, all of whom have extensive experience in selling long-term care insurance. The program qualifies for CE credits in all states. The designation is renewable every year.

Students are required to pass a written examination to receive the CLTC designation as well as a certificate of good standing, or equivalent, from the student's state insurance authority an affidavit, under oath, from the student stating he or she has not had a judgment relating to fraudulent behavior in their profession entered against him or her in the past 5 years.

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

There are no legal or disciplinary events material to our evaluation of Mr. Hatfield.

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

Mr. Hatfield is a licensed insurance agent. He 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 he and/or our supervised persons may earn and may not necessarily be in the best interests of the client.

### **Item 5: Additional Compensation**

We have nothing to disclose in this regard.

### **Item 6: Supervision**

Mr. Hatfield is the sole principal and Chief Compliance Officer and as such has no internal supervision placed over him. He is, however, bound by our firm's Code of Ethics.

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

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

Mr. Hatfield has not been the subject of a bankruptcy petition.

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