

## Item 1 – Cover Page

**Prestige Planning, Inc.**  
Conducting advisory business under  
**Prestige Wealth Management**  
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[www.prestigewm.com](http://www.prestigewm.com)

Date of Brochure: March 2015

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This brochure provides information about the qualifications and business practices of Prestige Planning, Inc. ("Prestige"). If you have any questions about the contents of this brochure, please contact Judy Kashmark at 651 209-9333 or [jkashmark@prestigewm.com](mailto:jkashmark@prestigewm.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 Prestige is also available on the Internet at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). You can view our firm's information on this website by searching for our name Prestige or our firm CRD number **110304**.

\*Registration as an investment advisor does not imply a certain level of skill or training.

## **Item 2 – Material Changes**

The following material changes have occurred since filing our last annual update in March 2014:

We have had a change to our assets under management. Please see Item 4 – Advisory Business for further details.

We will ensure that you receive a summary of material changes, if any, to this and subsequent disclosure brochures within 120 days after our fiscal year ends. Our fiscal year ends on December 31 so you will receive the summary of material changes, if any, no later than April 30 each year. At that time we will also offer a copy of the most current disclosure brochure. We may also provide other ongoing disclosure information about material changes as necessary.

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#### **Item 4 – Advisory Business**

Prestige Planning, Inc. dba Prestige Wealth Management (“Prestige”) is an independent financial planning and investment advisory firm registered with the United States Securities and Exchange Commission (“SEC”) and is an S-Corporation company formed under the laws of the State of Minnesota. Prestige also conducts advisory business under Prestige Wealth Management.

- Charles Blossom is the President and sole owner of Prestige.
- Prestige has been registered as an investment advisor with the U.S. Securities and Exchange Commissions since January 2001. Prior to becoming registered with the SEC Prestige had been registered with the State of Minnesota starting in October 1995.

#### **General Description of Primary Advisory Services**

The following are brief descriptions of Prestige’s primary services. A detailed description of Prestige’s services is provided in *Item 5 – Fees and Compensation* so that clients and prospective clients can review the description of services and description of fees in a side-by-side manner.

**Financial Planning Services** - Prestige provides advisory services in the form of financial planning services. Financial planning services do not involve the active management of client accounts, but instead focuses on a client’s overall financial situation. Financial planning can be described as helping individuals determine and set their long-term financial goals, through investments, tax planning, asset allocation, risk management, retirement planning, and other areas. The role of a financial planner is to find ways to help the client understand his/her overall financial situation and help the client set financial objectives.

**Asset Management Services** - Prestige provides advisory services in the form of Asset Management Services. Asset Management Services involve providing clients with continuous and on-going supervision over client accounts. This means that Prestige will continuously monitor a client’s account and make trades in client accounts when necessary.

**Outside Money Managers** - Prestige provides advisory services by referring clients to outside, or unaffiliated, money managers that are registered or exempt from registration as investment advisors. Third-party money managers are responsible for continuously monitoring client accounts and making trades in client accounts when necessary.

#### **Specialization.**

Prestige Wealth Management offers a fresh approach to retirement planning by creating a “Comprehensive Life Plan”. This plan embraces several financial topics and is personalized for each individual or family. The “Comprehensive Life Plan” includes the following:

**Retirement Income Planning** – Consists of a strategic asset allocation based on your individual expenses and life expectancy. This will be coordinated with other income sources such as pensions, social security and part-time employment.

**Employer Benefits** – Assessment of your 401k, pension, stock options and company stock. We've educated ourselves in understanding the benefit packages for a number of major Twin City firms. We will utilize this knowledge in evaluating your company's plan to maximize your total compensation.

**Estate Planning** – To accomplish individual desires on transferring assets to heirs. We coordinate with your attorney on the legal documents including tax considerations. To alleviate additional stress during the time of bereavement our planners guide the survivors through the process involved after death.

**Health Care Benefits** – Evaluating your level of need for Long Term Care, Medicare Supplements and Employer Medical Retirement Plans. We develop and coordinate a strategy to meet your specific health care needs.

**Tax Planning** – To provide the greatest possible net income for you, today and tomorrow. We coordinate with your CPA to create and execute the most advantageous tax strategy.

**Limits Advice to Certain Types of Investments.**

Prestige provides investment advice on the following types of investments:

- No-Load (i.e. no trading fee) and Load-Waived (i.e. trading fee waived) Mutual Fund Shares
- Exchange-listed securities (i.e. stocks)
- Securities traded over-the-counter (i.e. stocks)
- Fixed income securities (i.e. bonds)
- Closed-End Funds and Exchange Traded Funds (ETFs)
- Warrants
- Corporate debt securities (other than commercial paper)
- Certificates of deposit
- Municipal securities
- Variable life insurance
- Variable annuities
- United States government securities
- Options contracts on securities and commodities
- Real Estate Investment Trust (REITs)
- Interest in limited partnerships

Prestige does not provide advice on commercial paper, future contracts on tangibles and intangibles, hedge funds and other types of private (i.e. non-registered) securities.

When providing asset management services, Prestige typically constructs each client's account holdings using Mutual Funds, Equities, Fixed Income Securities, Closed-End Funds, Exchange Traded Funds (ETFs), Certificate of Deposits and Real Estate Investment Trusts (REITs) to build diversified portfolios. It is not Prestige's typical investment strategy to attempt to time the market but we may increase cash holdings modestly as deemed appropriate, based on your risk tolerance and our expectations of market behavior. We may modify our investment strategy to accommodate special situations such as low basis stock, stock options, legacy holdings, inheritances, closely held businesses, collectibles, or special tax situations.

*(Please refer to Item 8 – Methods of Analysis, Investment Strategies and Risk of Loss for more information.)*

### **Participation in Wrap Fee Programs**

Prestige offers investment management services through both traditional and wrap-fee management programs. In traditional management programs, advisory services are provided for a fee but transaction services are billed separately on a per-transaction basis. In wrap-fee programs, advisory services (including portfolio management or advice regarding selecting other investment advisors) and transaction services are provided for one fee. The (described in *Item 5, Fees and Compensation*) are wrap-fee programs. Whenever a fee is charged to a client for services described in this Disclosure Brochure (whether wrap fee or non-wrap fee), we will receive all or a portion of the fee charged.

### **Tailor Advisory Services to Individual Needs of Clients**

Prestige's services are always provided based on the individual needs of each client. This means, for example, that you are given the ability to impose restrictions on the accounts we manage for you, including specific investment selections and sectors. We work with each client on a one-on-one basis through interviews and questionnaires to determine the client's investment objectives and suitability information.

### **Client Assets Managed by Prestige**

The amount of clients assets managed by Prestige totaled \$250,942,716.94 as of December 31, 2014. \$210,345,258.94 are managed on a discretionary basis and \$40,597,458.00 are managed on a non-discretionary basis.

## **Item 5 – Fees and Compensation**

In addition to the information provide in *Item 4 – Advisory Business*, this section provides additional details regarding our firm's services along with descriptions of each service's fees and compensation arrangements.

### **ASSET MANAGEMENT**

#### **Financial Advisors Program and LifeGuide Program**

Prestige provides investment management services, including giving continuous advice to a client based on the individual needs of the client, through Securities America Advisors, Inc.'s (SAA) Financial Advisors Program (FAP) and/or LifeGuide Program (LifeGuide). SAA is an SEC registered investment advisor. SAA's FAP and/or LifeGuide are wrap-fee programs providing investment advisory services and execution of client transactions for which the specified fee (or fees) is not based directly upon transactions in a client's account. Under FAP and LifeGuide, Prestige will assist the client in establishing an FAP or LifeGuide Account (the Account) with SAA. All brokerage transactions in the Account will be processed by SAI and then cleared through National Financial Services LLC (NFS) pursuant to a clearing arrangement established by Securities America, Inc. (SAI) with NFS. SAA has also entered into agreements with various insurance companies that allow for the management and valuation of client variable annuity accounts within SAA's FAP and/or LifeGuide. The custody of all funds and securities will be maintained by NFS, insurance companies or other custodians. At no time will SAA, SAI, Prestige or its IAR act as custodian of the Account or have direct access to the client's funds and/or securities.

The annual management fee charged for this service will be negotiated with each client, with 3% being the maximum management fee that may be charged to clients, unless the Account only has mutual funds and then the maximum will be 2.25%. SAA retains up to 20 basis points (0.20%) of the annual management fee for FAP accounts and up to 15% of the annual management fee for LifeGuide accounts.

A complete description of FAP and related fees and charges are described in SAA's Financial Advisors ADV Part 2A Appendix 1 Brochure which will be given to all clients prior to or at the time an FAP Account is established. A complete description of LifeGuide and related fees and charges are described in SAA's LifeGuide Program ADV Part 2A Appendix 1 Brochure, which will be given to all clients prior to or at the time a LifeGuide Account is established.

### **Financial Plans**

Prestige offers either oral or written financial plans that can be comprehensive or segmented in nature. Plans can include, but are not limited to, the areas of retirement planning, employer benefit plans, college planning, employer stock options and divestitures, budgeting, tax planning, estate planning and insurance analysis. Plans will include recommendations to help clients meet their financial goals and objectives. Prestige's associated persons will meet with clients as many times as necessary to gather the documents and information needed to prepare the financial plans.

The charge for these plans is usually an hourly fee, but may also be a fixed fee. The hourly fee is up to \$500 per hour and negotiable based upon the complexity of the client's financial situation and the services being provided. At the discretion of Prestige's associated persons, they may also multiply the negotiable hourly fee rate by the estimated number of hours needed to complete the services and determine a fixed fee charge. Whether hourly or fixed, the fee will be disclosed to the client prior to services being provided. Fees are due and payable, in arrears, upon presentation of the plan(s). The client may implement the advice of Prestige's associated persons through the associated persons in their separate capacities as registered representatives. The client is not obligated in any manner to implement the advice of Prestige or Prestige's associated persons. The client is free to select any broker, dealer and/or investment advisor the client wishes to implement the advice of Prestige. If the client chooses to implement the advice of Prestige through Prestige's associated persons in their separate capacities as registered representatives, Prestige's associated persons may earn commissions. If Prestige's associated persons earn commissions in these separate capacities, Prestige may waive and/or reduce the financial planning fee by the amount of commissions received. In addition, if the client chooses to implement the advice of Prestige through one or more of Prestige's other investment advisory programs (as disclosed in this document), Prestige may waive and/or reduce the financial planning fee as a result of additional advisory fee(s) being earned. Any adjustment to the fee is at the discretion of Prestige's associated persons and will be disclosed to the client prior to transactions being implemented.

Either party may terminate services at any time by submitting written notice to all appropriate parties. If services are terminated within five business days of executing a contract with Prestige, services will be terminated without penalty. After the initial five business days, the client will be responsible for fees due for time and effort expended by Prestige's associated persons prior to receipt of notice of termination.

### **Financial Consultations**

Prestige offers financial planning, retirement planning and investment consultations on a short-term or special project basis. The charge for these consultations is usually an hourly fee, but may also be a fixed

fee. The hourly fee is up to \$500 per hour and negotiable based upon the complexity of the client's financial situation and the services being provided. At the discretion of Prestige's associated persons, they may also multiply the negotiable hourly fee rate by the estimated number of hours needed to complete the services and determine a fixed fee charge. Whether hourly or fixed, the fee will be disclosed to the client prior to services being provided. Fees are due and payable upon completion of the consultations.

The client may implement the advice of Prestige's associated persons through the associated persons in their separate capacities as registered representatives. The client is not obligated in any manner to implement the advice of Prestige or Prestige's associated persons. The client is free to select any broker, dealer and/or investment advisor the client wishes to implement the advice of Prestige. If the client chooses to implement the advice of Prestige through Prestige's associated persons in their separate capacities as registered representatives, Prestige's associated persons may earn commissions. If Prestige's associated persons earn commissions in these separate capacities, Prestige may waive and/or reduce the consultation fee by the amount of commissions received. In addition, if the client chooses to implement the advice of Prestige through one or more of Prestige's other investment advisory programs (as disclosed in this document), Prestige may waive and/or reduce the financial consultation fee as a result of the additional advisory fee(s) being earned. Any adjustment to the fee is at the discretion of Prestige's associated persons and will be disclosed to the client prior to transactions being implemented.

Either party may terminate services at any time by submitting written notice to all appropriate parties. If services are terminated within five business days of executing a contract with Prestige, services will be terminated without penalty. After the initial five business days, the client will be responsible for fees due for time and effort expended by Prestige's associated persons prior to receipt of notice of termination.

### **Ongoing Financial Consultations**

Prestige also offers ongoing financial planning, retirement planning and investment services. The clients contracting for this service are entitled to unlimited access to Prestige's associated persons during the term of the contract. Contracts are for a one-year period, but are automatically renewable upon the anniversary of the initial signing date unless specifically terminated by the parties. If services are automatically renewed, ongoing consultation fees will continue as originally agreed upon by the parties. However, Prestige reserves the right to send the client, at least 30 days prior to the anniversary date, a new contract with revised ongoing consultation fees. If the client declines to sign this revised contract by the anniversary date, the contract will automatically terminate on the anniversary date.

The yearly fee for these ongoing consultations usually will not exceed \$10,000 and is negotiable based upon the complexity of the client's financial situation, the services to be provided and the estimated time to be spent on the ongoing consultations. The fee will be determined by Prestige's associated persons and will be disclosed to the client prior to services being provided. Fees for these services are charged in advance, on a quarterly basis, and Prestige will provide the client with a statement that will be due and payable upon receipt.

The client may implement the advice of Prestige's associated persons through the associated persons in their separate capacities as registered representatives. The client is not obligated in any manner to implement the advice of Prestige or Prestige's associated persons. The client is free to select any broker, dealer and/or investment advisor the client wishes to implement the advice of Prestige. If the client chooses to implement the advice of Prestige through its associated persons in their separate capacities as registered representatives, Prestige's associated persons may earn commissions. If Prestige's



associated persons earn commissions in these separate capacities, Prestige may waive and/or reduce the ongoing consultation fee by the amount of commissions received. In addition, if the client chooses to implement the advice of Prestige through one or more of Prestige's other investment advisory programs (as disclosed in this document), Prestige may waive and/or reduce the financial consultation fee as a result of additional advisory fee(s) being earned by Prestige. Any adjustment to the fee is at the discretion of Prestige's associated persons and will be disclosed to the client prior to transactions being implemented.

Either party may terminate services at any time by submitting written notice to all appropriate parties. If services are terminated within five business days of executing a contract with Prestige, services will be terminated without penalty. After the initial five business days, the client will be responsible for fees due for time and effort expended by Prestige's associated persons prior to receipt of notice of termination. Any unused portion of fees paid in advance will be refunded to the client.

### **General Information on Advisory Services and Fees**

The client may incur fees and charges imposed by third parties other than Prestige in connection with investments placed in or made through the client's account, including but not limited to, mutual fund sales loads, 12(b)-1 distribution fees and surrender charges, variable annuity commissions and surrender charges and IRA and Qualified Retirement Plan fees. Prestige's associated persons in their capacities as SAI registered representatives may retain a portion of the mutual fund sales loads and 12(b)-1 distribution fees and variable annuity commissions. Load mutual funds may be purchased in asset managed accounts on an exception basis at the direction of the client. The load charge will not be waived in such instances, and the client will be asked to sign a Fee Acknowledgement Statement acknowledging that they will pay a load fee in addition to the wrap-fee on the amount of assets under management. The associated persons may offset or reduce the management fee by the amount of commissions or mutual fund sales loads received in their separate capacities as registered representatives.

Transaction ticket charges of up to \$50 may be passed on to the client at the discretion of the associated persons. In addition, the client may incur a per share charge on the listed stock transactions, a per bond charge on corporate bond transactions and a per option contract charge on option transactions. Fees and charges will be noted on the client's statements and confirmations. Stock and bond trades in the account are subject to normal spreads, mark-ups and mark-downs paid to market makers of those securities. However, Prestige's broker/dealer, SAI, does not make markets in securities, and Prestige, SAA or SAI **do not** receive any portion of the spreads, mark-ups or mark-downs. In addition, agency cross transactions are not allowed.

Advisory fees are not charged on the basis of a share of capital gains or capital appreciation of the funds or any portion of the funds of an advisory client (SEC Rule 205(a)(1)). Advice offered by the associated persons of Prestige may involve investment in mutual funds. All fees paid to Prestige are separate and distinct from the fees and expenses charged by mutual funds to their shareholders. These fees and expenses are described in each fund's prospectus. These fees will generally include a management fee, other fund expenses and a possible distribution fee. Load and no-load mutual funds may pay annual distribution charges or 12(b)-1 fees. These 12(b)-1 fees and fund company management fees come from fund assets, and thus, indirectly, from client assets. 12(b)-1 fees may be initially paid to SAI and a portion allocated to associated persons in their capacities as registered representatives of SAI. The receipt of these fees could represent an incentive for registered representatives to recommend funds with 12(b)-1 fees or higher 12(b)-1 fees over funds with no fees or lower fees, therefore creating a potential conflict of interest. If we manage ERISA and qualified accounts, we will lower or offset its management fee by the

amount of 12b-1 fees and other commissions received in the event such types of compensation are received by our associated persons in their individual capacities as registered representatives of SAI.

Prestige does not represent, warranty or imply that the services or methods of analysis used by Prestige can or will predict future results, successfully identify market tops or bottoms or insulate the client from losses due to market corrections or crashes.

### **Seminars**

Prestige offers seminars to employees of local companies. The seminars focus on each company's benefit and retirement plans and participant options. The information provided is on a corporate plan level rather than an individual attendee level. Fees for these corporate seminars will range from \$0 to \$10,000, and are negotiable depending upon the complexity of the material presented, the number of attendees, the time involved in preparation for the seminar and the length of the seminar presented. If Prestige's associated persons travel over 50 miles in providing the seminar, the corporate client will reimburse Prestige for the travel expenses. Fees will be determined by Prestige and will be disclosed to the corporate client prior to the seminar being presented. Fees for company-sponsored seminars will be due and payable upon completion of the seminar. Companies have five business days from contracting with Prestige to cancel services without penalty (no fees due). After the initial five business days, companies will be responsible for payment of fees for time and effort expended by Prestige's associated persons prior to notice of termination.

Prestige also provides educational and informational seminars on financial and retirement planning to the public. Fees for these seminars range from \$0 to \$10,000, and depend upon the complexity of the material presented, estimated number of attendees, time involved in preparation of seminar and length of seminar being presented. Fees are due in advance and individuals will have up to 48 hours prior to presentation of the seminar to cancel and receive a full refund. These workshops are given and held by Prestige, with no involvement by any corporate clients.

### **General Fee Disclosure Information**

The fees charged may be higher or lower than the cost of similar services offered through other registered investment advisors. At no time will fees of more than \$1200 be charged more than six months in advance. Fees for investment supervisory services may be more than the cost of purchasing the same services separately. Clients may be able to obtain similar services for a lesser fee from other advisors. The fees charged vary among investment supervisory services. The amount of compensation Prestige may receive in a particular program may be more than would be received if the client participated in other SAA programs or paid separately for investment advice, brokerage and other services. These circumstances may result in Prestige having a financial incentive to recommend one Investment Supervisory Service program. The factors to be considered by clients in determining the reasonableness of the fees charged include, but may not be limited to, the following:

1. The fee charged for development of an asset allocation study and/or development of an investment strategy.
2. Transaction and custody costs or other miscellaneous fees and taxes and/or charges, as well as commissions or mark ups and mark downs, on the purchase and/or sale of securities.
3. The cost of producing a performance report covering the managed assets.
4. The value of the consulting service provided by Prestige in designing and monitoring the client's managed assets.

5. The cost of investment advice provided by SAA, Prestige.
6. The cost of the additional administrative, marketing, asset management, and other support services that may be provided by SAA and (when applicable) any sub-advisors used in the management of a program account.

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

Item 6 is not applicable to this Disclosure Brochure because Prestige does not charge or accept performance-based fees. Performance-based fees are fees based on a share of capital gains or capital appreciation of the assets held within a client's account.

### **Item 7 – Types of Clients**

Prestige generally provides investment advice to the following types of clients:

- Individuals
- High-Net Worth Individuals
- Trusts, estates, or charitable organizations

### **Minimum Investment Amounts Required**

SAA's recommended minimum investment amount for establishing and maintaining an FAP Account is \$25,000 and \$50,000 for establishing and maintaining a LifeGuide Account. Prestige Wealth Management's recommended minimum investment amount for establishing an account is \$500,000. Exceptions may be granted to these minimums upon request. Exceptions to these minimums may be granted based on other account balances, possible future additions expected into the account and the timing of those additions and/or family member of existing client.

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

#### **Methods of Analysis**

Prestige uses the following methods of analysis in formulating investment advice:

**Charting** - The set of techniques used in technical analysis in which charts are used to plot price movements, volume, settlement prices, open interest, and other indicators, in order to anticipate future price movements. Users of these techniques, called chartists, believe that past trends in these indicators can be used to extrapolate future trends.

**Cyclical** - Analyzes the investments sensitive to business cycles and whose performance is strongly tied to the overall economy. For example, cyclical companies tend to make products or provide services that are in lower demand during downturns in the economy and higher demand during upswings. Examples include the automobile, steel, and housing industries. The stock price of a cyclical company will often rise just before an economic upturn begins, and fall just before a downturn begins. Investors in cyclical stocks try to make the largest gains by buying the stock at the bottom of a business cycle, just before a turnaround begins.

**Fundamental** - A method of evaluating a security by attempting to measure its intrinsic value by examining related economic, financial and other qualitative and quantitative factors. Fundamental analysts attempt to study everything that can affect the security's value, including macroeconomic factors (like the overall economy and industry conditions) and individually specific factors (like the financial condition and management of companies). The end goal of performing fundamental analysis is to produce a value that an investor can compare with the security's current price in hopes of figuring out what sort of position to take with that security (underpriced = buy, overpriced = sell or short). This method of security analysis is considered to be the opposite of technical analysis. Fundamental analysis is about using real data to evaluate a security's value. Although most analysts use fundamental analysis to value stocks, this method of valuation can be used for just about any type of security.

**Technical** - A method of evaluating securities by analyzing statistics generated by market activity, such as past prices and volume. Technical analysts do not attempt to measure a security's intrinsic value, but instead use charts and other tools to identify patterns that can suggest future activity. Technical analysts believe that the historical performance of stocks and markets are indications of future performance.

### **Investment Strategies**

Prestige uses the following investment strategies when managing client assets and/or providing investment advice:

**Long term purchases.** Investments held at least a year.

**Short term purchases.** Investments sold within a year.

**Asset Allocation** – The process of selecting a mix of asset classes and the efficient allocation of those assets based on historical data in an attempt to understand how the asset has performed and is likely to perform over long periods of time. The goal is not to “beat” the market, but to establish a long-term investment strategy using a core mix of assets.

- **Tactical** - Allows for a range of percentages in each asset class (such as Stocks = 40-50%). These are minimum and maximum acceptable percentages that permit the investor to take advantage of market conditions within these parameters. Thus, a minor form of market timing is possible, since the investor can move to the higher end of the range when stocks are expected to do better and to the lower end when the economic outlook is bleak.
- **Strategic** - Calls for setting target allocations based on client objectives and risk tolerances and then periodically rebalancing the portfolio back to those targets as investment returns skew the original asset allocation percentages. The concept is akin to a “buy and hold” strategy, rather than an active trading approach.
- **Dynamic** - Involves modifying an investor's target allocation due to changes in investor circumstances, which may lead to the modification of policies, objectives, and/or risk tolerances. Resulting changes are intended to maintain equilibrium between the investor's policies and objectives and the asset allocation process.

## **Use of Primary Method of Analysis or Strategy**

Prestige's primary method of analysis or strategy is a combination of Tactical, Strategic and Dynamic asset allocation. Some of the risks involved with using this method include the fact that the economic environment and investment alternatives today are substantially different from those of the past. We believe that investors can no longer be myopic in their view of investments in so far as they restrict their analysis to domestic markets or investment vehicles.

## **Risk of Loss**

Past performance is not indicative of future results. Therefore, you should never assume that future performance of any specific investment or investment strategy will be profitable. Investing in securities (including stocks, mutual funds, and bonds) involves risk of loss. Further, depending on the different types of investments there may be varying degrees of risk. You should be prepared to bear investment loss including loss of original principal.

Because of the inherent risk of loss associated with investing, our firm is unable to represent, guarantee, or even imply that our services and methods of analysis can or will predict future results, successfully identify market tops or bottoms, or insulate you from losses due to market corrections or declines. There are certain additional risks associated when investing in securities through our investment management program.

- Market Risk – Either the stock market as a whole, or the value of an individual company, goes down resulting in a decrease in the value of client investments. This is also referred to as systemic risk.
- Equity (stock) market risk – Common stocks are susceptible to general stock market fluctuations and to volatile increases and decreases in value as market confidence in and perceptions of their issuers change. If you held common stock, or common stock equivalents, of any given issuer, you would generally be exposed to greater risk than if you held preferred stocks and debt obligations of the issuer.
- Company Risk - When investing in stock positions, there is always a certain level of company or industry specific risk that is inherent in each investment. This is also referred to as unsystematic risk and can be reduced through appropriate diversification. There is the risk that the company will perform poorly or have its value reduced based on factors specific to the company or its industry. For example, if a company's employees go on strike or the company receives unfavorable media attention for its actions, the value of the company may be reduced.
- Fixed Income Risk - When investing in bonds, there is the risk that issuer will default on the bond and be unable to make payments. Further, individuals who depend on set amounts of periodically paid income face the risk that inflation will erode their spending power. Fixed-income investors receive set, regular payments that face the same inflation risk.
- Options Risk - Options on securities may be subject to greater fluctuations in value than an investment in the underlying securities. Purchasing and writing put

and call options are highly specialized activities and entail greater than ordinary investment risks.

- ETF and Mutual Fund Risk – When investing in a an ETF or mutual fund, you will bear additional expenses based on your pro rata share of the ETF's or mutual fund's operating expenses, including the potential duplication of management fees. The risk of owning an ETF or mutual fund generally reflects the risks of owning the underlying securities the ETF or mutual fund holds. Clients will also incur brokerage costs when purchasing ETFs.
- Management Risk – Your investment with our firm varies with the success and failure of our investment strategies, research, analysis and determination of portfolio securities. If our investment strategies do not produce the expected returns, the value of the investment will decrease.

### **Item 9 – Disciplinary Information**

Item 9 is not applicable to this Disclosure Brochure because there are no legal or disciplinary events that are material to a client's or prospective client's evaluation of our business or integrity.

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

Prestige is **not** and does **not** have a related company that is a:

1. Broker/dealer, municipal securities dealer, government securities dealer or broker,
2. Investment company or other pooled investment vehicle (including a mutual fund, closed-end investment company, unit investment trust, private investment company or "hedge fund," and offshore fund),
3. Other investment adviser or financial planner,
4. Futures commission merchant, commodity pool operator, or commodity trading advisor,
5. Banking or thrift institution,
6. Accountant or accounting firm,
7. Lawyer or law firm,
8. Insurance company or agency,
9. Pension consultant,
10. Real estate broker or dealer, or
11. Sponsor or syndicator of limited partnerships.

### **Associated Persons Affiliated with a Broker Dealer**

Our associated persons are also registered representatives of Securities America, Inc. You can engage them in this separate capacity to render securities brokerage services under a commission arrangement. Our associated persons may have a financial incentive to recommend that a financial plan be implemented using a certain product or service. This is a conflict of interest because they could receive commissions in their capacity as a registered representative and could also receive advisory fees in their capacity as an investment advisor representative.

You are under no obligation to use the services of our associated persons in this separate capacity or to use Securities America, Inc. and can select any broker/dealer you wish to implement securities transactions. If you select our associated persons to implement securities transactions in their separate capacity as registered representatives, they must use Securities America, Inc. Prior to effecting any transactions, you are required to enter into a new account agreement with Securities America, Inc. The commissions charged by Securities America, Inc. may be higher or lower than those charged by other broker/dealers. In addition, the registered representatives may also receive additional ongoing 12b-1 fees for mutual fund purchases from the mutual fund company during the period that you maintain the mutual fund investment.

Approximately 5% of our associated person's time is spent on securities sales activity.

### **Associated Persons are Independently Licensed for Insurance Sales**

Our associated persons are also independently licensed to sell insurance products through various insurance companies. When acting in this capacity, they may receive fees or commissions for selling these products. You are under no obligation to direct insurance transactions to insurance companies with which our associated persons may be licensed. Suitable insurance and investment products may be available from other companies

Approximately 5% of our associated person's time is spent on insurance sales activity.

### **Third-Party Money Managers**

As described in *Item 4 – Advisory Business* and *Item 5 – Fees and Compensation*, Prestige has formed relationships with independent, third-party money managers.

Prestige may recommend clients work directly with third-party money managers. When we refer clients to a third party money manager, you need to know that our firm will receive a portion of the fee charged by the third party money manager. Therefore, we have a conflict of interest in that we will only recommend third party money managers that will agree to compensate our firm by paying us a portion of the fees billed to your account managed by the third party money manager.

Prestige may have relationships with non-affiliated investment advisors. Prestige may use the services of SAA, a registered investment advisor, through FAP and/or LifeGuide when managing assets and, when doing so, SAA will receive a portion of the fees.

## **Item 11 – Code of Ethics, Participation in Client Transactions and Personal Trading**

### **Code of Ethics Summary**

According to the *Investment Advisers Act of 1940*, an investment advisor is considered a fiduciary and has a fiduciary duty to clients. Prestige has established a Code of Ethics to comply with the requirements of Section 204(A)-1 of the *Investment Advisers Act of 1940* that reflects fiduciary obligations and those of its supervised persons and requires compliance with federal securities laws. Prestige's Code of Ethics covers all individuals that are classified as "supervised persons". All employees, officers, directors and investment advisor representatives are classified as supervised persons. Prestige requires its supervised persons to consistently act in their clients best interests in all advisory activities. Prestige



imposes certain requirements on its affiliates and supervised persons to ensure that they meet the firm's fiduciary responsibilities to their clients. The standard of conduct required is higher than ordinarily required and encountered in commercial business.

### **Affiliate and Employee Personal Securities Transactions Disclosure**

Prestige or our associated persons may buy or sell for their personal accounts, investment products identical to those recommended to clients. This creates a potential conflict of interest. It is the express policy of Prestige that all persons associated in any manner with our firm must place the interests of our clients ahead of their own when implementing personal investments. Prestige and its associated persons will not buy or sell securities for their personal account(s) where their decision is derived, in whole or in part, by information obtained as a result of employment or association with our firm unless the information is also available to the investing public upon reasonable inquiry. In order to minimize this conflict of interest, securities recommended by Prestige are widely held and publicly traded. In all instances in which a client and an associated person of Prestige desire to place transactions for the same security the client transaction will be given execution priority.

### **Item 12 – Brokerage Practices**

Prestige's associated persons are registered representatives of Securities America, Inc. (SAI), a full service broker/dealer, member FINRA/SIPC. When placing securities transactions through SAI in their capacities as registered representatives, they may earn sales commissions.

Clients wishing to implement the advice of Prestige's associated persons are free to select any broker they wish and are so informed. If the client wishes to have Prestige's associated persons implement the advice in their capacities as registered representatives, the associated persons' broker/dealer, SAI, will be used. SAI has a wide range of approved securities products for which SAI performs due diligence in selecting. The registered representatives are required to adhere to these products when implementing securities transactions through SAI. 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.

Upon receiving written authorization from the client, Prestige may manage client's assets on a limited discretionary basis. When it does, discretionary authority is limited in that the applicant will not have the authority to withdraw funds and/or securities from client accounts except when written authorization has been provided to have fees automatically deducted from a client's account and paid directly to Prestige.

### **Best Execution**

Although Prestige does not allow directed brokerage, we must still use reasonable diligence to make certain that best execution is obtained for clients when implementing any transactions. Best execution does not necessarily mean that clients receive the lowest possible commission costs but that the qualitative execution is best. In other words, all conditions surrounding the transaction execution is in the best interests of clients. Associated persons will look at a number of factors besides prices and rates including, but not limited to:

- Execution capabilities (e.g., market expertise, ease/reliability/timeliness of execution, responsiveness, integration with existing systems of Prestige, ease of monitoring investments)



- Products and services offered (e.g. investment programs, back office services, technology, regulatory compliance assistance, research and analytic services)
- Financial strength, stability and responsibility
- Reputation and integrity
- Ability to maintain confidentiality

Prestige will exercise reasonable due diligence to make certain that best execution is obtained for all clients when implementing any client transaction by considering the back office services, technology and pricing of services offered.

Prestige will perform periodic reviews to determine that the relationship with SAI, FCM and NFS is still in the best interests of its clients.

### **Soft Dollar**

Investment advisors may direct portfolio brokerage commissions to a particular broker/dealer in return for services and research used in making investment decisions in client accounts. The commissions used to acquire these services and research is known as “soft dollars.” Section 28(e) of the *Securities Exchange Act of 1934* provides a “safe harbor” that allows an investment advisor to pay more than the lowest available commission for brokerage and research services if it determines in good faith that the commission paid was reasonable in relation to the brokerage and research services provided.

Although Prestige doesn’t allow directed brokerage, it may still receive products and services from SAI, Securities America Advisors, Inc. (an affiliated investment advisor of SAI), or other program sponsors and product issuers. These products and services may be used for both research and non-research purposes and allows Prestige to supplement, at no cost, its own research and analysis activities. These products and services can include, but are not limited to:

- Reports, publications and data on matters such as the economy, industries, sectors and individual companies or issuers, statistical information, account and law interpretations, political analyses, legal developments affecting portfolio securities, technical market actions, credit analyses, risk management and analyses of corporate responsibility issues
- On-line news services and financial and market database services
- Information management systems integrating quotation and trading, performance management, accounting, recordkeeping and document retrieval and other administrative matters
- Meetings, seminars, workshops and conferences with representatives of issuers, program sponsors and/or other analysts and specialists

Research obtained with soft dollars is not necessarily utilized for the specific account that generated the soft dollars. Prestige does not attempt to allocate the relative costs or benefits of research among clients because it believes that, in the aggregate, the research it receives benefits all clients and assists Prestige in fulfilling its overall duty to clients.

These arrangements may be deemed to create a conflict of interest to the extent that Prestige would have to pay for some or all of the research and/or services with “hard dollars” if it were unable to obtain the research and services in exchange for commissions in connection with client transactions. Client trades will always be implemented based on the goals and objectives of the client and not on any research, products or other incentives available.

Prestige's associated persons sell securities and insurance products, in their separate capacities as registered representatives and independent insurance agents, for sales commissions. Some of the advice offered by the associated persons involves investments in mutual fund products. Load and no-load mutual funds may pay annual distribution charges sometimes referred to as 12(b)-1 fees. The associated persons may receive a portion of 12(b)-1 fees from some investment companies in their separate capacities as registered representatives. The client should be aware that these 12(b)-1 fees come from fund assets and thus, indirectly from client's assets. The receipt of these fees could represent an incentive for registered representatives to recommend funds with 12(b)-1 fees or higher 12(b)-1 fees over funds with no fees or lower fees, therefore creating a potential conflict of interest.

Prestige from time to time may receive expense reimbursement for travel and/or marketing expenses from distributors of investment and/or insurance products. Travel expense reimbursements are typically a result of attendance at due diligence and/or investment training events hosted by product sponsors. Marketing expense reimbursements are typically the result of informal expense sharing arrangements in which product sponsors may underwrite costs incurred for marketing such as advertising, publishing and seminar expenses. Although receipt of these travel and marketing expense reimbursements are not predicated upon specific sales quotas, the product sponsor reimbursements are typically made by those sponsors for whom sales have been made or it is anticipated sales will be made.

Prestige or SAA may invest a portion of client's assets in mutual funds, variable annuities or Exchange Traded Funds (ETFs) and charges an investment management fee on client's assets invested in these securities. Therefore, clients may pay two levels of fees for the management of their assets, one directly to Prestige or SAA and one indirectly to the managers of the mutual funds or variable annuities held in their portfolios.

### **Handling Trade Errors.**

If a client chooses to implement transactions through Prestige's associated persons, steps are taken to supervise trades and to prevent trade errors. The associated persons will implement trades in their separate capacities as registered representatives of SAI. SAI has execution and clearing arrangements with Fidelity Capital Markets (FCM), a division of NFS and Pershing.

FCM or Pershing will be contacted immediately about any trade error except those in mutual fund trades. SAI's Trade Department will be contacted to report and correct any error in a mutual fund trade. Trading errors are usually corrected after the trade settles and may take five to seven business days to finalize.

If SAI, FCM, Prestige or other associated persons are responsible for making a trade error in the clients account the error will be corrected and the clients account will be restored to where it would have been had the trade error not occurred. Any profit from the trade correction will be retained by SAI or FCM. Neither the client nor the associated person will retain the profit from a trade correction.

### **Agency Cross Transactions**

Prestige's associated persons are prohibited from engaging in agency cross transactions, meaning they cannot act as brokers for both the sale and purchase of a single security between two different clients and

cannot receive compensation in the form of an agency cross commission or principal mark-up for the trades.

Prestige and its associated persons may buy or sell securities for their own accounts that are recommended to clients. They may also recommend the purchase or sale of different securities for different clients at different times. This could result in contrary advice being given or action taken on behalf of clients and in the personal accounts of Prestige and its associated persons.

### **Insider Trading Policy**

Prestige is and will continue to be in compliance with *The Insider Trading and Securities Fraud Enforcement Act of 1988*. To prevent conflicts of interest, Prestige has developed policies and procedures that include personal investment and trading policies for its associated persons, employees and their immediate family members:

- Associated persons will not prefer their own interests to that of the client
- Associated persons will not purchase or sell any security for their personal accounts prior to implementing transactions for client accounts
- Associated persons will not buy or sell securities for their personal accounts when those decision are based on information obtained as a result of their employment, unless that information is also available to the investment public upon reasonable inquiry
- Associated persons are prohibited from purchasing or selling securities of companies in which any client is deemed an "insider"
- Associated persons are discouraged from frequent personal trading
- Associated persons are generally prohibited from serving as board members of publicly-traded companies unless an exception has been granted by Prestige principal officer and/or Chief Compliance Officer

To the extent an associated person or Prestige maintains an outside account, the associated person must make arrangements to send quarterly statements to the Registered Investment Advisor (RIA) complete an annual certification concerning their personal securities activities and provide additional information about personal trading activities as may be required under the Insider Trading Policy and Code of Ethics. Any associated persons not observing Prestige policies may be subject to sanctions up to and including termination.

### **Block Trading Policy**

Transactions for each managed client account will generally be effected independently. However, Prestige may use block or batch trades to facilitate best execution, to reduce brokerage costs and/or commissions and to provide fair and equitable prices among client accounts. When performing block trades for managed accounts, clients usually will receive a pro rata allocation. If Prestige determines that a pro rata allocation is not appropriate, allocation will instead be made based upon relevant factors such as investment objectives, investment strategies and restrictions, portfolio styles and existing client holdings. Prestige will keep records of all block or batch trades. Neither it nor its associated persons will receive any additional compensation as a result of using block or batch trades.

## **Item 13 – Review of Accounts**

### **Account Reviews and Reviewers**

Since financial planning services terminate upon completion of the short-term consultation or special project, no reviews are performed. Clients can request a review and update of their financial situation at any time, but may be required to sign a new contract and may incur additional fees. Clients contracting for on-going financial planning services may request an update at no charge any time during the contract period. Prestige recommends that all clients have their financial situation reviewed and updated at least annually.

Asset managed accounts are reviewed at least quarterly with the calendar being the triggering factor. Changes in the client's financial situation and/or changes in market conditions may trigger more frequent reviews.

Prestige's president, Charles A. Blossom and senior vice-president Heidi J. Helmeke, review all client accounts.

### **Statements and Reports**

Clients will receive statements from the broker/dealer, broker/dealer clearing firm or Investment Company which maintains the client's account at least quarterly.

Clients participating in FAP and/or LifeGuide will receive quarterly, monthly or on-demand reports showing the investment performance of their accounts from SAA.

Clients are encouraged to compare all communications received from Prestige Planning and Securities America to the statements and confirmations you receive from your account custodians.

## **Item 14 – Client Referrals and Other Compensation**

Prestige's associated persons sell securities and insurance products, in their separate capacities as registered representatives and independent insurance agents, for sales commissions. Some of the advice offered by the associated persons involves investments in mutual fund products. Load and no-load mutual funds may pay annual distribution charges sometimes referred to as 12(b)-1 fees. The associated persons may receive a portion of 12(b)-1 fees from some investment companies in their separate capacities as registered representatives. The client should be aware that these 12(b)-1 fees come from fund assets and thus, indirectly from client's assets. The receipt of these fees could represent an incentive for registered representatives to recommend funds with 12(b)-1 fees or higher 12(b)-1 fees over funds with no fees or lower fees, therefore creating a potential conflict of interest.

Prestige from time to time may receive expense reimbursement for travel and/or marketing expenses from distributors of investment and/or insurance products. Travel expense reimbursements are typically a result of attendance at due diligence and/or investment training events hosted by product sponsors. Marketing expense reimbursements are typically the result of informal expense sharing arrangements in which product sponsors may underwrite costs incurred for marketing such as advertising, publishing and seminar expenses. Although receipt of these travel and marketing expense reimbursements are not predicated upon specific sales quotas, the product sponsor reimbursements are typically made by those sponsors for whom sales have been made or it is anticipated sales will be made.

Prestige or SAA may invest a portion of client's assets in mutual funds, variable annuities or Exchange Traded Funds (ETFs) and charges an investment management fee on client's assets invested in these securities. Therefore, clients may pay two levels of fees for the management of their assets, one directly to Prestige or SAA and one indirectly to the managers of the mutual funds or variable annuities held in their portfolios.

### **Item 15 – Custody**

Custody, as it applies to investment advisors, has been defined by regulators as having access or control over client funds and/or securities. In other words, custody is not limited to physically holding client funds and securities. If an investment advisor has the ability to access or control client funds or securities, the investment advisor is deemed to have custody and must ensure proper procedures are implemented. According to this definition, Prestige does not have custody of client funds or securities.

### **Item 16 – Investment Discretion**

Through its asset management services and upon receiving written authorization from a client, Prestige will maintain trading authorization over client accounts. Upon receiving written authorization from the client, Prestige may implement trades on a **discretionary** basis. When discretionary authority is granted, Prestige will have the authority to determine the type of securities and the amount of securities that can be bought or sold without obtaining the client's consent for each transaction. However, it is the policy of Prestige to consult with the client prior to making significant changes in the account even when discretionary trading authority is granted by the client.

All clients have the ability to place reasonable restrictions on the types of investments that may be purchased in an account. Clients may also place reasonable limitations on the discretionary power granted to our firm so long as the limitations are specifically set forth or included as an attachment to the client agreement.

### **Item 17 – Voting Client Securities**

Prestige and its associated persons do not vote any proxy on behalf of its clients. Clients are responsible for all voting. All proxies are directed to the clients at their address of record. In some instances, upon request from the client, Prestige's associated persons may give recommendations or clarifications based upon their understanding of issues presented in the proxy voting materials. They may also conduct additional research on the issue if they feel it is necessary. However, the client is solely responsible for all proxy voting decisions.

### **Item 18 – Financial Information**

This item is not applicable to this brochure. Prestige does not require or solicit prepayment of more than \$1200 in fees per client, six months or more in advance. Therefore, we are not required to include a balance sheet for our most recent fiscal year. We are not subject to a financial condition that is reasonably likely to impair our ability to meet contractual commitments to clients. Finally, Prestige has not been the subject of a bankruptcy petition at any time (*Please refer to Information Required by Part 2B of Form ADV: Brochure Supplement for more information*).

## **CUSTOMER PRIVACY POLICY NOTICE**

This Privacy Notice is from Prestige Planning, Inc. (dba Prestige Wealth Management). We are a registered investment adviser firm and we are in the business of providing investment advisory services to customers.

We are committed to safeguarding the confidential information of our clients. We hold all personal information provided to our firm in the strictest confidence. Our representatives may also be registered representatives of Securities America, Inc., ("SAI") a registered broker-dealer that is not affiliated with our firm. We may also have relationships with other nonaffiliated investment advisor firms, such as Securities America Advisors, Inc. ("SAA") an affiliate of SAI, insurance companies, trust companies, custodians and other financial institution entities. Except as required or permitted by law, we do not share confidential information about you with nonaffiliated third parties. In the unlikely event there were to be a change in this fundamental policy that would permit additional disclosures of your confidential information, we will provide written notice to you, and you will be given an opportunity to direct us as to whether such disclosure is permissible.

### **AN IMPORTANT NOTICE CONCERNING OUR CUSTOMERS' PRIVACY**

**CUSTOMER INFORMATION WE COLLECT.** We collect and develop personal information about you, and some of that information is nonpublic personal information ("Customer Information"). The essential purpose for collecting Customer Information is to provide and service the financial products and services you obtain from our firm. The categories of Customer Information collected by us depend upon the scope of the engagement with us and are generally described below. As an investment adviser, we collect and develop Customer Information about you in order to provide investment advisory services. Customer Information we collect includes:

- Information we receive from you on financial inventories through consultation with our representatives. This Customer Information may include personal and household information such as income, spending habits, investment objectives, financial goals, statements of account, and other records concerning your financial condition and assets, together with information concerning employee benefits and retirement plan interests, wills, trusts, mortgages and tax returns.
- Information developed as part of financial plans, analyses or investment advisory services.
- Information concerning investment advisory account transactions, such as wrap account transactions.
- Information about your financial products and services transactions with us.

**DATA SECURITY.** We restrict access to Customer Information to those representatives and employees who need the information to perform their job responsibilities within our firm. We maintain agreements, as well as physical, electronic and procedural securities measures that comply with federal regulations to safeguard Customer Information about you.

**USE AND DISCLOSURE OF CUSTOMER INFORMATION TO PROVIDE CUSTOMER SERVICE FOR YOUR ACCOUNTS.** To administer, manage and service customer accounts, process transactions and provide related services for your accounts, it is necessary for us to provide access to Customer Information within our firm and to nonaffiliated companies such as SAI, SAA, other investment advisers, other broker-dealers, trust companies, custodians and insurance companies. We may also provide

Customer Information outside of our firm as permitted by law, such as to government entities, consumer reporting agencies or other third parties in response to subpoenas.

**FORMER CLIENTS.** If you close an account with our firm, we will continue to operate in accordance with the principles stated in the Notice.

**REQUIREMENTS OF FEDERAL LAW.** In November of 1999, Congress enacted the Gramm-Leach-Bliley Act ("GLBA"). The GLBA requires certain financial institutions, including broker-dealers and investment advisers, to protect the privacy of Customer Information. To the extent a financial institution discloses Customer Information to nonaffiliated third parties other than as permitted or required by law, customers must be given the opportunity and means to opt out (or prevent) such disclosure. Please note that we do not disclose Customer Information to nonaffiliated third parties except as permitted or required by law (e. g., disclosures to service your account or to respond to subpoenas).

## Information Required by Part 2B of Form ADV: *Brochure Supplement – Charles Blossom*

The following are responses to each item found in the Form ADV Part 2B instructions.

### **Item 1 – Cover Page**

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Charles A. Blossom  
**Prestige Planning, Inc.**  
Conducting advisory business under  
**Prestige Wealth Management**  
8631 Eagle Point Blvd  
Lake Elmo, MN 55042  
Phone: 651-209-9333  
[www.prestigewm.com](http://www.prestigewm.com)

This brochure supplement provides information about Charles A. Blossom that supplements this Disclosure Brochure. Please contact Prestige Planning Inc. if you have any questions about the contents of this supplement.

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

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

Charles A. Blossom, President Born: 1958

#### **Education Background**

College of St. Thomas, BA in Economics and Political Science, Year 1980

#### **Business Experience**

Prestige Planning, Inc.

President, and Insurance Agent,  
Investment Advisor Representative

January 1990 - Present  
October 1995 - Present

Securities America, Inc.,

Registered Representative

February 1990 - Present

#### **Professional Designations**

##### **Certified Financial Planner (CFP)**

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.

CFP Acknowledgment: (ADVISOR) acknowledges his responsibility as a CFP® Certificant to adhere to the standards that have been established in the CFP Board’s Standards of Professional Conduct. If you

become aware that (ADVISOR)'s conduct may violate the Standards of Professional Conduct, you may file a complaint with the CFP Board at [www.CFP.net/complaint](http://www.CFP.net/complaint).

### ***Code of Ethics for CFP***

The following disclosure has been included in the COE section of the 2A.

In addition to abiding by our Code of Ethics, some of our representatives are Certified Financial Planners™ (CFP®) and also abide by the Code of Ethics and Responsibility Code of the Certified Financial Planner™ Board of Standards, Inc. The Code of Ethics and Responsibility Code requires CFP® designees to not only comply with all applicable laws and regulations but to also act in an ethical and professional responsible manner in all professional services and activities. The principles guiding CFP® designees are:

- Integrity
- Objectivity
- Competence (in providing services and maintaining knowledge and skills to do so)
- Fairness (to clients, principals, partners and employers and disclosing any conflicts of interest in providing services)
- Confidentiality (keeping all client information confidential without the specific client consent unless in response to legal process or in defense of charges of wrongdoing or civil dispute)
- Professionalism
- Diligence

You can obtain a copy of the Code of Ethics and Responsibility Code by requesting a copy from one of our representatives.

### ***Item 3 – Disciplinary Information***

As previously stated in Item 9 of this Disclosure Brochure, I have never been subject to a legal or disciplinary event.

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

Please see Item 10 of this Disclosure Brochure for details regarding my other business activities.

### ***Item 5 – Additional Compensation***

Other than the fees detailed in Item 5 of this Disclosure Brochure, I receive no other compensation related to advisory services provided to clients.

### **Item 6 – Supervision**

Charles A. Blossom is the President and CEO of Prestige Planning, Inc. and ultimately responsible for the firm's compliance program including establishing procedures designed to monitor and supervise the activities and services provided by the firm and its supervised persons. Mr. Blossom's phone number is (651)209-9333.

As a part of Mr. Blossom's supervisory responsibilities he will review all transactions, review all correspondence prior to mailing, review all new account paperwork, oversee all marketing/advertising matters conduct annual compliance meetings, review client performance reports and client position reports, review outside business activities and gift and gratuity reports, and review any complaints that may be received.

## Information Required by Part 2B of Form ADV: *Brochure Supplement – Heidi J. Helmeke*

The following are responses to each item found in the Form ADV Part 2B instructions.

### **Item 1 – Cover Page**

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Heidi J. Helmeke  
**Prestige Planning, Inc.**  
Conducting advisory business under  
**Prestige Wealth Management**  
8631 Eagle Point Blvd  
Lake Elmo, MN 55042  
Phone: 651-209-9333  
[www.prestigewm.com](http://www.prestigewm.com)

This brochure supplement provides information about Heidi J. Helmeke that supplements this Disclosure Brochure. Please contact Prestige Planning Inc. if you have any questions about the contents of this supplement.

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

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

Heidi J. Helmeke, Investment Advisor Representative, Born: 1968

#### **Education Background**

Marquette University, BA in Psychology, 1990

#### **Business Experience**

Prestige Planning, Inc.

Sr. Vice President	March 2010 - Present
Investment Advisor Representative	October 2000 - Present

Securities America, Inc.,	
Registered Representative	March 2000 - Present

Primevest Financial Services, Inc.,	
Registered Representative	April 1993 – March 2000

### **Item 3 – Disciplinary Information**

As previously stated in Item 9 of this Disclosure Brochure, I have never been subject to a legal or disciplinary event.

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

Please see Item 10 of this Disclosure Brochure for details regarding my other business activities.

#### **Item 5 – Additional Compensation**

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#### **Item 6 – Supervision**

Charles A. Blossom is the President and CEO of Prestige Planning, Inc. and ultimately responsible for the firm's compliance program including establishing procedures designed to monitor and supervise the activities and services provided by the firm and its supervised persons. Mr. Blossom's phone number is (651)209-9333.

As a part of Mr. Blossom's supervisory responsibilities he will review all transactions, review all correspondence prior to mailing, review all new account paperwork, oversee all marketing/advertising matters conduct annual compliance meetings, review client performance reports and client position reports, review outside business activities and gift and gratuity reports, and review any complaints that may be received.