

**Form ADV Part 2B**  
**Brochure Supplement**  
**Daniel Eccleston**  
**The Bendix Financial Group, Inc.**  
**585 Stewart Ave. Suite 314**  
**Garden City, NY 11530**  
**(516) 228-8300**

**February 2015**

**This brochure supplement provides information about Daniel Eccleston that supplements The Bendix Financial Group, Inc. brochure. You should have received a copy of that brochure. Please contact Daniel Eccleston 516-228-8300 x15 if you did not receive The Bendix Financial Group, Inc. brochure or if you have any questions about the contents of this supplement.**

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

Name: Daniel Eccleston

Born: 1976

Education: Hofstra University – BS Finance 1998

Financial Advisor since 1998

Designations: CFP, RFC

### **Business Background:**

The Bendix Financial Group, Inc.

Director of Financial Services

May 1998 to Present

Royal Alliance Associates, Inc.

Registered Representative

May 1998 to Present

## **Professional Designations**

**Certified Financial Planner (CFP)** - The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP (with flame design) marks (collectively, the “CFP® marks”) and 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 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.

**Registered Financial Consultant (RFC)** - IARFC is an organization of proven financial professionals formed to foster public confidence in the financial planning profession, to help financial advisors exchange planning techniques, and to give deserved recognition to those practitioners who are truly qualified and committed to the professional process and education. The IARFC currently serves more than 8,000 members.

The IARFC provides the public with a convenient access to a pool of well-qualified practitioners from which to choose a financial advisor. It is the only professional organization that requires all of its members to meet and document stringent requirements, of education, experience, examination, integrity, licensing, ethics and a significant amount of professional education, ethics CE, compliance, and plan writing capacity.

**RFC - Registered Financial Consultant** is a professional designation awarded by the IARFC to those financial advisors who meet high standards of education, experience and integrity. A candidate must meet all of the following requirements:

- Undergraduate or graduate financial planning degree, or have earned one of the following designations: AAMS, AEP, CEP, CFA, CFP, ChFC, CLU, CPA, EA, LUTC, MS, MBA, JD, Ph.D, or completed a CFP equivalent, IARFC-approved college curriculum.
- Licensing requirements: if operating on a commission basis, must meet licensing requirements for securities and life and health insurance; if operating strictly as fee-only and not licensed, then must be registered as an investment adviser.
- Four years full-time experience as a financial planning practitioner

Continuing education requirements consist of forty hours per year of self study.

### **Item 3: Disciplinary Information**

Not applicable. There are no material disciplinary items to report.

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

In addition to being an Investment Advisory Representative ("Advisory Representative") of The Bendix Financial Group, Inc., I, Daniel Eccleston, am a Registered Representative of Royal Alliance Associates, Inc. ("Royal Alliance"). Royal Alliance is a diversified financial services company registered with the Financial Industry Regulatory Authority ("FINRA") as a broker-dealer engaged in the offer and sale of securities products. I may recommend the purchase of securities offered by Royal Alliance. If you purchase these products from me, I will receive normal commissions and may receive other indirect forms of compensation which may be in addition to customary advisory fees. As such, I may have an incentive to sell you commissionable products in addition to providing you with advisory services when such commissionable products may not be in your best interest.

While my security sales are reviewed for suitability by an appointed supervisor, you should be aware of the incentives I have to sell certain securities products and are encouraged to ask me about any conflict presented.

In addition, I am a licensed insurance agent and may recommend that you purchase insurance from me. I may receive direct and indirect compensation from the insurance that I sell you and as such, I may have incentive to recommend the purchase of insurance to increase my compensation even if the insurance I sell you may not be in your best interest.

In addition to the activities listed above, I provide Tax preparation services to some investment clients.

In an effort to ensure that my outside business activities do not interfere with or otherwise compromise my relationship with you, all outside business activities that I engage in are reviewed and approved by an appointed supervisor.

Please be aware that you are under no obligation to purchase products or services recommended by me in connection with providing you with any advisory service that I offer.

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

As discussed previously, I am a Registered Representative of Royal Alliance. Royal Alliance offers me educational, training and incentive programs to me upon reaching certain sales production goals.

I may invest in mutual funds that participate in the Focus Elite and FundVest Programs, provided by Royal Alliance. In these programs, transaction charges that I may ordinarily have to bear for purchasing these securities in your account may be reduced or waived.

Certain Third Party Advisory Service Programs ("Advisory Service Programs") that I may offer you, provide me with the opportunity to attend training or education conferences. Such conferences include the payment or reimbursement of travel, meals and lodging expenses for attendees. Further, if I highlight the products or services of certain Advisory Service Programs during seminars or presentations that I compose, I may be entitled to advertising or marketing expense reimbursement.

As outlined above, the benefits that I receive may provide me with an incentive to put my interests before your best interests. While my security sales are reviewed for suitability by an appointed supervisor, you should be aware of the incentives I have to sell certain securities and provide certain advisory services and are encouraged to ask me about any conflict presented.

### **Item 6: Supervision**

I have an appointed supervisor which generally reviews the advice that I provide to you which includes a review of all my securities transactions. My appointed supervisor as of the date of this writing is:

David Bendix  
First Line Supervisor  
516-228-8300 x11

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

Not applicable. There are no material disciplinary items to report.