



Your future is our passion!

Payne Wealth Partners, Inc.
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paynewealthpartners.com

March 1, 2017

Item 1. Cover Page

This ADV Part 2A "Firm Disclosure Brochure" provides information about the qualifications and business practices of Payne Wealth Partners, Inc. If you have any questions about the contents of this brochure, please contact us at 888.477.6221 or tpayne@paynewealthpartners.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 Payne Wealth Partners, Inc. also is available on the SEC's website at www.adviserinfo.sec.gov. You can search this site by a unique identifying number, known as a CRD number. Our firm's CRD number is 105904.

Payne Wealth Partners, Inc. is a registered investment advisor. Registration of an investment adviser does not imply any level of skill or training and you should not choose an investment adviser solely on the basis of its status as a registered investment adviser. Please consider the information provided to you in oral and written communications to determine whether to hire or retain an investment adviser and to evaluate an investment adviser's qualifications and business practices.

Item 2. Material Changes

This Firm Brochure, dated March 1, 2017, provides you with a summary of Payne Wealth Partners, Inc. ("PWP" or the "Firm") advisory services and fees, professionals, certain business practices and policies, as well as actual or potential conflicts of interest, among other things. This Item is used to provide our clients with a summary of new and/or updated information; PWP will inform our clients of the revision(s) based on the nature of the information as follows.

The following summarizes new or revised disclosures based on information previously provided in our Firm Brochure dated March 4, 2016:

Chad A. Sander, Vice President, Director of Investments and Chief Compliance Officer is no longer with PWP as of February 2017. T. Taylor Payne, Investment Manager and President has taken over as Chief Compliance Officer. Due to Chad Sander's resignation the ownership percentage for T. Taylor Payne increased to 76.47%.

To obtain our firm disclosure brochure(s) and brochure supplements (information regarding each of our financial advisors), our Code of Ethics, or our Privacy Policy, please visit our website at www.paynewealthpartners.com, e-mail us at ttpayne@paynewealthpartners.com, telephone us at (888)477-6221 or mail your request to the address below.

Payne Wealth Partners, Inc.
Attn: T. Taylor Payne, Investment Manager, President and Chief Compliance Officer
Office Address: 601 N. Cross Pointe Boulevard
Evansville, Indiana 47715

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Item 4. Advisory Business

Payne Wealth Partners, Inc. ("PWP" or the "Firm") is a SEC-registered investment adviser with its principal place of business located in Indiana. PWP was formed in 1988.

Listed below are the firm's principal shareholders:

- ▲ T. Taylor Payne, President – 76.47% shareholder

PWP offers advisory services under two umbrellas. PWP was restructured in January 2014 to offer advisory services solely to high net worth clients, accredited investors and institutions. These clients have typically already achieved a significant level of financial security so they are most interested in implementing strategies related to wealth maximization and/or wealth transfer techniques. Keystone Financial Consulting ("KS") operates as a "doing business as" division of PWP and has tailored its services to the individual client and families who are most concerned with asset accumulation to meet certain goals and achieving and maintaining financial security. KS is wholly owned and operated by PWP and operates under PWP's SEC registration. Clients of Keystone Financial Consulting are also clients of PWP. Full disclosure on KS is available on the SEC's website at www.adviserinfo.sec.gov.

PWP offers the following advisory services to our clients:

WEALTH PLANNING

Wealth planning is an ongoing comprehensive evaluation of a client's current and future financial state by using currently known facts and certain variables to predict future cash flows and asset values that are used to create wealth management and maximization plans. Through the wealth planning process, all questions, information and analysis are considered as they impact and are impacted by the entire financial and life situation of the client. PWP provides wealth planning services to substantially all of its investment advisory clients. The fee schedule listed under Item 5 is for combined investment advisory and wealth planning services.

Clients receive ongoing wealth planning along with written reports which provide the client with detailed recommendations designed to help the client achieve his or her financial goals and objectives.

Wealth planning will typically focus on various wealth maximization and/or wealth transfer techniques and other goals such as charitable giving. In general, wealth planning can address any or all of the following areas:

- ▲ PERSONAL: PWP reviews family assets and liabilities, in and out of estate entities and holdings and estate plan documents.
- ▲ TAX & CASH FLOW: PWP analyzes the client's income tax picture along with cash flow needs (related to lifestyle, gifting, charity, etc.) for current and future years, then illustrate the impact of various available strategies on the client's ability to maximize their balance sheet while minimizing current income tax and future income and transfer tax liabilities.
- ▲ INSURANCE: PWP reviews existing and optional new policies to ensure proper coverage for life, disability and long-term care given client circumstances and goals.
- ▲ RETIREMENT: PWP analyzes the client's retirement goal to determine what impact that has on inheritance, charitable and other legacy related goals, and then develop recommendations to maximize the ability to support each.
- ▲ DEATH: PWP reviews the client's family cash needs in the event of their death including income needs of surviving spouses and other financial goals at death to ensure goals are fully funded after income and transfer tax.
- ▲ ESTATE: PWP assists the client in assessing and understanding available strategies; however, PWP does not prepare written legal documents of any type or hold ourselves out as legal professionals. As needed PWP prepares estate tax calculations to aid in illustration of strategy impact on client goals and what is available for beneficiaries during life and at the client's death. Further, PWP may illustrate the future value of assets directed at each of the client's beneficiaries based upon current or proposed estate plans.
- ▲ INVESTMENTS: PWP evaluates the impact to the client's future balance sheet investment strategy alternatives and help the client measure their risk capacity in the context of achieving and maintaining their goals for lifestyle, legacy, charity and otherwise.

PWP also provides general non-securities advice on topics such as social security, general tax, estate planning, business succession planning, identity protection and liability protection, among other things. The Firm gathers required information through in-depth personal interviews and/or phone calls and other methods dependent upon client communication preference. Information gathered includes the client's current financial status, tax status, future goals, family dynamics and legacy goals, among other things.

PWP carefully reviews documents supplied by the client, tax and legal documents, documents provided by employers, if any and other documents pertinent to our wealth planning work. Should the client choose to implement the recommendations, PWP suggests the client work closely with his/her attorney, accountant, and/or insurance agent. Implementation of wealth planning recommendations is entirely at the client's discretion; however, on many of the action items recommended, PWP will typically provide significant implementation assistance.

Typically, the initial wealth planning review meeting is held with the client within four weeks of PWP gathering all the information required to begin the wealth planning process. Wealth planning recommendations are not limited to any specific product or service offered by a broker-dealer or insurance company.

BUSINESS EXIT PLANNING

PWP provides specific advice to business owners regarding business planning, succession planning, business continuity, and asset protection. PWP has developed expertise and processes to help business owners evaluate future scenarios and track progress toward business goals. PWP works with a network of business experts that can be utilized to help our clients attain their business goals.

A certain amount of such business exit planning is part of our core service often. However, formal business exit planning services including a written business exit plan are provided under a separate engagement and fee.

INVESTMENT ADVISORY

Our Firm provides continuous asset management of client funds based on the individual needs of the client. During our data-gathering process, PWP determines the client's objectives, time horizon, risk tolerance, and liquidity needs. As appropriate, we may also review and discuss a client's prior investment history, as well as, family composition and background.

Through personal discussions in which goals and objectives based on the client's particular circumstances are established, we develop the client's personal Investment Policy Statement ("IPS"). PWP creates and manages a portfolio based on that IPS.

Primarily, we manage these advisory accounts on a discretionary basis. Generally, PWP is a for those clients who have already achieved a high level of financial security and have a starting portfolio value in excess of \$1,000,000 and have a net worth in excess of \$10,000,000. Account supervision is guided by the client's stated objectives (i.e., maximum capital appreciation, growth, income, or growth and income), as well as tax considerations. For those who have not yet accumulated sufficient net worth to well provide for financial security, it may be appropriate to look at the services provided by our Keystone Financial Consulting division.

Once the client's portfolio has been established consistent with the IPS, PWP reviews the portfolio periodically and if necessary, rebalances the portfolio based on the client's investment objectives. PWP's investment recommendations are not limited to any specific product or service offered by a broker-dealer or insurance company and will generally include advice utilizing strategic asset allocation including the following securities:

- ▲ Index tracking mutual funds; or
- ▲ Index tracking Exchange Traded funds.

Because some types of investments involve certain additional degrees of risk, they will only be implemented when consistent with the client's stated investment objectives, tolerance for risk, liquidity needs and suitability.

PENSION CONSULTING SERVICES

PWP also provides investment advisory and plan design consulting services to qualified retirement plans and other fiduciaries. The primary clients for these services will be pension, profit sharing and 401(k) plans with assets in excess of \$10 million. Pension Consulting Services are comprised of four distinct services: Investment Policy Statement design, investment selection, investment monitoring and participant education.

AMOUNT OF MANAGED ASSETS

As of 03/01/2017, Payne Wealth Partners, Inc. was actively managing a total of \$534,609,377 detailed as follows:

ASSETS UNDER MANAGEMENT			
	DISCRETIONARY	NON-DISCRETIONARY	TOTAL
Payne Wealth Partners (30 clients)	240,488,773	26,804,704	267,293,477
Keystone Financial Consulting (263 clients)	245,082,311	22,233,588	267,315,900
TOTAL Payne Wealth Partners	485,571,084	49,038,292	534,609,377

PWP average per client assets under management is \$8,909,783. KS average per client assets under management is \$1,016,410.

Item 5. Fees and Compensation

WEALTH PLANNING AND INVESTMENT ADVISORY SERVICES FEES

As discussed in item 4, PWP serves clients by providing combined wealth planning services with investment advisory services. The fees for these services range as follows:

STANDARD COMBINED INVESTMENT ADVISORY AND WEALTH PLANNING FEES (Clients pay the total fee of Part I and Part II combined)	
Part I (based on total client Net Worth as per Personal Wealth Plan)	
Amount of Net Worth	Annual Percentage
First \$5 Million	0.30%
Thereafter	0.10%
Part II (based on Portfolio Assets Under Management or Supervision of Advisor)	
Portfolio Assets Amount	Annual Percentage
First \$5 Million	0.40%
Thereafter	0.20%

PWP bills clients a pro-rata amount for the first partial quarter of service, with such billing to be deducted from client assets as hereinafter described. Commencing with the month after the first calendar quarter-end that PWP provides Wealth Planning and Investment Advisory services to you, our Client, fees shall be payable quarterly, in advance. Clients shall receive a billing statement showing the specific manner in which the fee was calculated. Clients are subject to a minimum fee, negotiated on a case-by-case basis, but not less than \$25,000. Overall factors to be considered will include the type and amount of assets to be managed and the complexity of the client's circumstances. This fee structure became effective March 1, 2014. Certain PWP clients who signed agreements with PWP prior to this date have been grandfathered and the minimum fee requirement has been waived.

It is the Client's responsibility to verify the accuracy of the fee calculation, because the custodian firm will not determine whether the fee is properly calculated. Our Firm sends the amount of the bill to the custodian firm, and the custodian will pay the fee by deduction from the Client account. The custodian will send to the client a statement, at least quarterly, indicating all amounts disbursed from the client account including the

amount of advisory fees paid directly to PWP. PWP does not and will not have custody of client's funds or securities.

PWP may group certain related client accounts or family accounts for the purposes of achieving the minimum fee size requirements and determining the annualized fee.

PWP fees are billed based upon the value (market value), of the client's account at the end of the previous quarter and based on the client's net worth at the end of the prior year. Fees will be debited from the account in accordance with the client authorization in the Wealth Planning and Investment Advisory Agreement.

BUSINESS EXIT PLANNING FEES

PWP fees for Business Exit Planning are fixed fees which are based upon the complexity of the client situation, client goals and service provided and are agreed upon, in writing, prior to undertaking the business exit planning service.

Business Exit Planning fees are generally billed at 50% of the overall engagement as a retainer execution of the engagement agreement and the remaining portion upon delivery of the initial exit plan. Any advance payment collected will never be more than six months in advance of services provided. Where outside consultants are engaged, PWP will provide information in advance on the anticipated fees for their services, to the best of our ability. Clients are separately responsible for any and all fees charged by any outside consultants utilized.

PENSION CONSULTING FEES

PWP fees for Pension Consulting Services are based on a percentage of assets under advisement, according to the following schedule:

PENSION CONSULTING FEES	
Assets Under Management	Annual Fee
First \$10 Million	0.30%
Next \$10 Million	0.20%
Over \$20 Million	0.15%

PWP charges a minimum fee for Pension Consulting Services on a case-by-case basis, but not to be less than \$25,000.

Plan sponsors are invoiced in arrears at the end of each calendar quarter.

NEGOTIABILITY

Limited Negotiability of Fees: Although PWP has established the afore- mentioned fee schedule(s); PWP retains the discretion to negotiate alternative fees on a client-by-client basis. Client facts, circumstances and needs will be considered in determining the fee schedule. These include the complexity of the client, assets to be placed under management, anticipated future additional assets; related accounts; portfolio style, account composition, reports, among other factors. The specific annual fee schedule will be identified in the contract between the adviser and each client. Discounts, not generally available to our advisory clients, may be offered to family members and friends of associated persons of our firm.

GENERAL INFORMATION

Termination of the Advisory Relationship. This Advisory relationship may be terminated at any time by either party upon written notification to the other. Once notice of termination has been provided, PWP shall provide whatever assistance the parties agree upon in liquidating assets, transferring assets, providing tax information, or other such account termination services. Upon termination, PWP shall reimburse any unearned and prorated fees for the final quarter previously paid by Client. Unearned fees for the final quarter shall be that prorated portion of the final quarter fee applicable to the time period after completion of all account termination services. Client has specific right of termination, without penalty or cost, within five business days of execution of the investment advisory and wealth planning contract. All terms and conditions will be stated in Agreement between the client and PWP.

Mutual Fund and Exchange Traded Fund (ETF) Fees: All fees paid to PWP for investment advisory services are separate and distinct from the fees and expenses charged by mutual funds and/or exchange traded 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. A client could invest in a mutual fund directly, without our services. In that case, the client would not receive the services provided by our firm which are designed, among other things, to assist the client in determining which mutual fund or funds are most appropriate to each client's financial condition and objectives. Accordingly, the client should review both the fees charged by the funds and our fees to fully understand the total amount of fees to be paid by the client and to thereby evaluate the advisory services being provided.

Additional Fees and Expenses: In addition to our advisory fees, clients are also responsible for the fees and expenses charged by custodians and imposed by broker dealers, including, but not limited to, any transaction charges imposed by a broker dealer with which an independent investment manager effects transactions for the client's account(s). Please refer to the "Brokerage Practices" section (Item 12) of this Form ADV for additional information.

Grandfathering of Minimum Account Requirements: Pre-existing advisory clients are subject to PWP's advisory fees in effect at the time the client entered into the advisory relationship. Therefore, our Firm's minimum fees and account requirements will differ among clients.

ERISA Accounts: PWP is deemed to be a fiduciary to advisory clients that are employee benefit plans pursuant to the Employee Retirement Income and Securities Act ("ERISA"). As such, our Firm is subject to specific duties and obligations under ERISA and the Internal Revenue Code that include among other things, restrictions concerning certain forms of compensation. To avoid engaging in prohibited transactions, PWP charges only fees for investment advisory services and does not receive any commissions or 12b-1 fees.

Advisory Fees in General: Clients should note that similar advisory services may (or may not) be available from other registered (or unregistered) investment advisers for similar or lower fees.

Limited Prepayment of Fees: Under no circumstances does PWP require or solicit payment of fees in excess of \$1,200 six months in advance of services rendered.

Item 6. Performance-Based Fees and Side-By-Side Management

PWP does not charge performance-based fees.

Item 7. Types of Clients

PWP provides advisory services to the following types of clients:

- ▲ High net worth individuals and families
- ▲ Accredited investors
- ▲ Pension and profit sharing plans (other than plan participants)
- ▲ Charitable organizations
- ▲ Corporations, business or other institutions not listed above

Item 8. Methods of Analysis, Investment Strategies and Risk of Loss

METHODS OF ANALYSIS

PWP uses the following methods of analysis in formulating our investment advice and/or managing client assets:

Asset Allocation. Rather than focusing primarily on securities selection, PWP attempts to identify an appropriate ratio of equities, fixed income, alternative investments and cash equivalents suitable to the client's investment goals, risk tolerance and investment time horizons.

A risk of asset allocation is that the client may not participate in sharp increases in a particular security, industry or market sector. Another risk is that the ratio of equities, fixed income, alternative investments and cash will change over time due to market movements and, if not corrected, will no longer be appropriate for the client's goals (note that we do periodically rebalance client portfolios to the IPS allocations).

Because some types of investments involve certain additional degrees of risk, they will only be implemented/recommended when consistent with the client's stated investment objectives, tolerance for risk, liquidity and suitability.

Mutual Fund and/or Exchange Traded Fund (ETF) Analysis. PWP will look at particular mutual funds or ETFs in an attempt to determine if that these funds successfully track its stated benchmark index. PWP will also look at the mutual fund or ETF in attempt to determine that the fund has sufficient size to afford clients liquidity on purchase and sales. PWP will also monitor the funds or ETFs in an attempt to determine if they are continuing to follow their stated investment strategy. Additionally, as part of our due diligence process PWP reviews and monitors internal fund expenses to ensure that they are not excessive. A risk of mutual fund and/or ETF analysis is that, as in all securities, past performance does not guarantee future results.

Fundamental Analysis. PWP attempts to measure the intrinsic value of a client's portfolio by looking at economic and financial factors (including the overall economy, as well as industry conditions) to determine if portfolio holdings are in-line with the client's objectives and risk tolerance. Our Firm's main source of information includes research material prepared by others. A risk in utilizing this type of analysis is that our subjective judgment cannot guarantee market performance.

Risks for all forms of analysis. Our securities analysis methods rely on the assumption that the companies whose securities PWP purchases and sells, the rating agencies that review these securities, and other publicly-available sources of information about these securities, are providing accurate and unbiased data. While PWP is alert to indications that data may be incorrect, there is always a risk that our analysis may be compromised by inaccurate or misleading information provided to PWP.

INVESTMENT STRATEGIES

Our Firm's investment philosophy and portfolio management process are anchored by three foundational tenets – *Discipline, Tax-Efficiency, and Cost Control*. Experience tells us that PWP cannot control the daily movements of the market, but we can control these three tenets and, by doing so, strive to have a positive impact on your portfolio. With each investment change PWP contemplates and ask ourselves: *How will this decision impact our investment philosophy, and are we staying true to our foundational tenets?*

PWP uses the following strategy(ies) in managing client accounts, provided that such strategy(ies) are appropriate to the needs of the client and consistent with the client's investment objectives, risk tolerance, and time horizons, among other considerations:

Long-term strategic purchases. PWP purchases securities with the idea of holding them in the client's account for a year or longer. Typically, PWP employs this strategy when:

- ▲ PWP wants exposure to a particular asset class over time, regardless of the current projection for this class.

A risk in a long-term purchase strategy is that by holding the security for this length of time, PWP may not take advantages of short-term gains that could be profitable to a client.

Strategic Asset Allocation. PWP uses an indexing management portfolio strategy that periodically rebalances the percentage of assets held in various categories to a stated IPS percentage.

Strategic asset allocation can be described as a passive strategy, since the overall strategic asset mix generally will not change over time unless the client circumstances or risk tolerance indicate such a change is required.

Item 9. Disciplinary Information

PWP is required to disclose any legal or disciplinary events that are material to a client's or prospective client's evaluation of our advisory business or the integrity of our management.

Our Firm and our management personnel have no reportable disciplinary events to disclose.

Item 10. Other Financial Industry Activities and Affiliations

Our Firm and our related persons are not engaged in other financial industry activities and have no other industry affiliations.

Item 11. Code of Ethics, Participation or Interest in Client Transactions and Personal Trading

Our Firm has adopted a Code of Ethics (the "Code") which sets forth high ethical standards of business conduct that PWP requires of our employees, including compliance with applicable federal securities laws. PWP and our personnel owe a duty of loyalty, fairness and good faith towards our clients, and have an obligation to adhere not only to the specific provisions of the Code but to the general principles that guide the Code.

Our Code includes policies and procedures for the review of quarterly securities transactions reports for PWP employees as well as initial and annual securities holdings reports that must be submitted by the Firm's access persons. Among other things, our Code also requires the prior approval of any acquisition by a PWP employee of securities in a limited offering (e.g., private placement) or an initial public offering. Our Code also provides for oversight, enforcement and recordkeeping provisions.

PWP's Code further includes the Firm's policy prohibiting the use of material non-public information. While PWP does not believe that we have any particular access to non-public information, all employees are reminded that such information may not be used in a personal or professional capacity.

A copy of our Code is available to our advisory clients and prospective clients.

PWP and individuals associated with our Firm are prohibited from engaging in principal transactions, meaning PWP will not sell securities PWP owns to you and PWP will not buy securities from you to hold in our own account.

PWP and individuals associated with our Firm are prohibited from engaging in agency cross transactions, meaning PWP will not serve as middleman to buy a security from you and immediately resell that security to another of our clients (or the reverse)

Our Code is designed to assure that the personal securities transactions, activities and interests of our employees will not interfere with (i) making decisions in the best interest of advisory clients and (ii) implementing such decisions while, at the same time, allowing employees to invest for their own accounts. Our Firm and/or individuals associated with our Firm are not permitted to buy or sell or hold for their personal accounts securities different from those recommended to our clients, but instead are required to have their personal securities managed in the same fashion as our clients.

PWP's require all employees to select from one of PWP's five portfolios, which include Ultra-Conservative, Conservative-Balance, Moderate-Balanced, Growth and Income and Growth Portfolios that PWP manages for clients for their personal investment portfolio. Employees go through the same risk assessment that PWP's uses with clients to determine their personal risk level and investment objectives. Employees then select one of the portfolios which will be managed in a manner that is consistent with their risk tolerance. There can be exceptions if an employee holds a security in a taxable account with an unrealized capital gain, PWP will not require the employee to sell it, but they will not be able to buy any more shares. All new money gets invested in the same securities PWP is currently buying in client accounts. All employees are not permitted to purchase or sell securities outside of PWP's investments.

Item 12. Brokerage Practices

As an investment advisory firm, PWP has a fiduciary and fundamental duty to seek best execution for client transactions. Our Firm as a matter of policy and practice, seeks to obtain best execution for client transactions, i.e., seeking to obtain not necessarily the lowest commission but the best overall qualitative execution in the particular circumstances. Our Firm has set forth policies and procedures to meet our duties of best execution and we will periodically review the quality of trade executions as well as the executed price to ascertain that we are meeting our fiduciary duty to our clients.

Our Firm recommends that clients establish brokerage accounts with the Schwab Institutional division of Charles Schwab & Co., Inc. ("Schwab"), a FINRA registered broker-dealer, member SIPC, to maintain custody of clients' assets and to effect trades for their accounts. Although PWP recommends that clients establish accounts at Schwab, it is the client's decision to custody assets with Schwab.

Schwab provides PWP with access to its institutional trading and custody services, which are typically not available to Schwab retail investors. These services generally are available to independent investment advisers on an unsolicited basis, at no charge to them so long as a total of at least \$10 million of the adviser's clients' assets are maintained in accounts at Schwab Institutional. These services are not contingent upon our firm committing to Schwab any specific amount of business (assets in custody or trading commissions).

Schwab's brokerage services include the execution of securities transactions, custody, research, and access to mutual funds and other investments that are otherwise generally available only to institutional investors or would require a significantly higher minimum initial investment.

For our client accounts maintained in its custody, Schwab generally does not charge separately for custody services but is compensated by account holders through commissions and other transaction-related or asset-based fees for securities trades that are executed through Schwab or that settle into Schwab accounts.

SOFT DOLLARS

Schwab also makes available to our Firm other products and services that benefit PWP but may not directly benefit our clients' accounts. Many of these products and services may be used to service all or some substantial number of our client accounts, including accounts not maintained at Schwab.

Schwab's products and services that assist us in managing and administering our clients' accounts include software and other technology that:

- i. provide access to client account data (such as trade confirmations and account statements);
- ii. facilitate trade execution and allocate aggregated trade orders for multiple client accounts;
- iii. provide research, pricing and other market data;
- iv. facilitate payment of our fees from clients' accounts; and
- v. assist with back-office functions, recordkeeping and client reporting.

Schwab also offers other services intended to help us manage and further develop our business enterprise. These services may include:

- i. compliance, legal and business consulting;
- ii. publications and conferences on practice management and business succession; and
- iii. access to employee benefits providers, human capital consultants and insurance providers.

PWP has not entered into a commission based and/or transaction based soft dollar arrangements with any broker-dealer, but Schwab may make available, arrange and/or pay third-party vendors for the various types of services rendered to PWP. Schwab Institutional may discount or waive fees it would otherwise charge for some of these services or pay all or a part of the fees of a third-party providing these services to our Firm. The payments received by PWP are based on the adviser's ability to obtain and meet a certain level of assets under management at Schwab. While not a traditional soft dollar arrangement, the services are consistent within the definition of the Investment Adviser's Act Section 28(e).

Schwab Institutional may also provide other benefits such as educational events or occasional business entertainment of our personnel. In evaluating whether to recommend or require that clients custody their assets at Schwab, PWP may take into account the availability of some of the foregoing products and services and other arrangements as part of the total mix of factors we consider and not solely on the nature, cost or quality of custody and brokerage services provided by Schwab, which may create a potential conflict of interest.

AGGREGATION AND ALLOCATION ARRANGEMENTS

As a matter of policy and practice, our Firm generally executes trades separately for clients, but on occasion may choose to aggregate client's trades. When PWP executes trades separately, certain client trades may

be executed before others, at a different price and/or commission rate. PWP will only aggregate trades where possible and when advantageous to clients.

Aggregated trading may allow PWP to execute ETF trades in a timelier, more equitable manner, at an average share price. PWP will typically aggregate trades among clients whose accounts can be traded at a particular broker. Our Firm's aggregated trading policy and procedures are as follows:

- 1) Transactions for any client account may not be aggregated for execution if the practice is prohibited by or inconsistent with the client's advisory agreement with our firm's order allocation policy.
- 2) The portfolio manager must determine that the purchase or sale of the particular security involved is appropriate for the client and consistent with the client's investment objectives and with any investment guidelines or restrictions applicable to the client's account.
- 3) The portfolio manager must reasonably believe that the order aggregation will benefit, and will enable our firm to seek best execution for each client participating in the aggregated order. This requires a good faith judgment at the time the order is placed for the execution. It does not mean that the determination made in advance of the transaction must always prove to have been correct in the light of a "20-20 hindsight" perspective. Best execution includes the duty to seek the best quality of execution, as well as the best net price.
- 4) Prior to entry of an aggregated order, PWP will maintain a written or electronic list of clients who will be allocated securities as part of the aggregation.
- 5) If the order cannot be executed in full at the same price or time, the securities actually purchased or sold by the close of each business day must be allocated pro rata among the participating client accounts in accordance with the initial order ticket or other written statement of allocation. Adjustments to this pro rata allocation may be made to avoid having odd amounts of shares held in any client account, or to avoid excessive ticket charges in smaller accounts.
- 6) If the order will be allocated in a manner other than that stated in the initial statement of allocation, a written explanation of the change must be provided to and approved by the designated principal who is not effectively submitting the order, no later than the morning following the execution of the aggregate trade.
- 7) Generally, each client that participates in the aggregated order must do so at the average price for all separate transactions made to fill the order. Under the client's agreement with the custodian/broker, transaction costs may be based on the number of shares traded for each client, the total value of all investments held in the client's household of accounts with the custodian/broker and whether the client receives electronic trade confirmation statements or paper trade confirmation statements from the custodian/broker.
- 8) Our client account records separately reflect, for each account in which the aggregated transaction occurred, the securities which are held by, and bought and sold for, that account.
- 9) Funds and securities for aggregated orders are clearly identified in our records and to the broker-dealers or other intermediaries handling the transactions, by the appropriate account numbers for each participating client.
- 10) No client or account will be favored over another.

DIRECTED BROKERAGE

PWP will trade with any broker-dealer as directed, in writing, by the client ("Directed Brokerage"). For clients utilizing a directed brokerage arrangement, a client may pay higher fees or transaction costs because PWP may be unable to negotiate commission rates or aggregate orders to reduce transaction costs resulting in the client receiving less favorable prices and ultimately costing the client more money.

As stated above, our Firm does not generally aggregate client trades for directed brokerage accounts. Therefore, PWP implements transactions separately for each account and certain client trades may be executed before others, at a different price and/or commission rate. Additionally, our clients may not receive volume discounts available to advisory accounts that do not direct brokerage.

Item 13. Review of Accounts

INVESTMENT ADVISORY SERVICES

Reviews: While the underlying securities within Investment Advisory Services accounts are continually monitored, these accounts are also reviewed for a variety of reasons including (1) significant moves in the equity or credit markets, (2) addition or withdrawal of funds by a client, and (3) change in client investment objective or circumstances.

Client accounts are reviewed in the context of each client's stated investment objectives and guidelines. More frequent reviews may be triggered by material changes in variables such as the client's individual circumstances, or the market, political or economic environment.

Client accounts are reviewed monthly or more often if necessary by T. Taylor Payne, President and CCO, and Bethany M. Muensterman, Investment Manager.

Reports: In addition to the monthly statements and confirmations of transactions that Investment Advisory Services clients receive from their broker-dealer, client investment reporting is available via a secure PWP website, with daily updates.

PENSION CONSULTING SERVICES

Reviews: PWP will review the client's IPS whenever the client advises us of a change in circumstances regarding the needs of the plan. PWP will also review the investment options of the plan according to the agreed upon time intervals established in the IPS. Such reviews will generally occur quarterly.

These accounts are reviewed by T. Taylor Payne, President and CCO, and Bethany M. Muensterman, Investment Manager.

Reports: PWP will provide reports to Pension Consulting Services clients based on the terms set forth in the client's IPS.

Item 14. Client Referrals and Other Compensation

PWP does not accept referral fees or any form of remuneration from other professionals when a prospect or client is referred to them. When PWP makes a referral, PWP does its best to make sure the client is referred to qualified individuals but makes no warranties or promises regarding the outcomes from the work of such referrals. Unless otherwise noted in the ADV, the businesses to which PWP refers business are separate from and not affiliated with PWP.

Item 15. Custody

PWP previously disclosed in the "Fees and Compensation" section (Item 5) of this Brochure that our Firm directly debits fees from client accounts.

As part of this billing process, the client's custodian is advised of the amount of the fee to be deducted from that client's account. On at least a quarterly basis, the custodian is required to send to the client a statement showing all transactions within the account during the reporting period.

Because the custodian does not calculate the amount of the fee to be deducted, it is important for clients to carefully review their custodial statements to verify the accuracy of the calculation, among other things. Clients should contact us directly if they believe that there may be an error in their statement. Our Firm does not have actual or constructive custody of client accounts.

Item 16. Investment Discretion

Clients primarily hire PWP to provide discretionary Investment Advisory Services, in which case we place trades in a client's account without contacting the client prior to each trade to obtain the client's permission. Our discretionary authority includes the ability to do the following without contacting the client:

- ▲ Determine the security to buy or sell; and/or
- ▲ Determine the amount of the security to buy or sell

Clients give us discretionary authority when they sign a discretionary agreement with our Firm, and may limit this authority by giving us written instructions. Clients may also change/amend such limitations by once again providing us with written instructions.

Even though PWP has discretionary authority, PWP is still required to invest client assets in a manner consistent with the written IPS.

Item 17. Voting Client Securities

As a matter of Firm policy, PWP will not vote proxies on behalf of clients. Therefore, although our Firm may provide investment advisory services relative to client investment assets, clients maintain exclusive responsibility for: (1) directing the manner in which proxies solicited by issuers of securities beneficially owned by the client shall be voted, and (2) making all elections relative to any mergers, acquisitions, tender offers, bankruptcy proceedings or other type events pertaining to the client's investment assets. Clients are responsible for instructing each custodian of the assets to forward to the client copies of all proxies and shareholder communications relating to the client's investment assets.

PWP may provide clients with consulting assistance regarding proxy issues if they contact us with questions at our principal place of business.

Item 18. Financial Information

PWP has no financial circumstances to report.

Under no circumstances does PWP require or solicit pre-payment of more than \$1,200. Therefore, PWP is not required to include a financial statement.

PWP has never been the subject of a bankruptcy petition.

Form ADV Part 2B: Brochure Supplement

Item 1. Cover Page

T. Taylor Payne

President, Investment Manager and Chief Compliance Officer

Payne Wealth Partners, Inc.

601 N. Cross Pointe Boulevard, Evansville, IN 47715

1.888.477.6221

March 1, 2017



This brochure supplement provides information about T. Taylor Payne that supplements the Payne Wealth Partners, Inc. brochure. Please contact T. Taylor Payne at 1.888.477.6221 if you did not receive a complete copy of Payne Wealth Partner's brochure or if you have any questions about the contents of this supplement. Additional information about T. Taylor Payne is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2. Educational, Background and Business Experience

Full Legal Name: Thomas Taylor Payne **Born:** 1953

Education

▲ University of Missouri; Bachelor of Science; 1975

Business Experience

▲ Keystone Financial Consulting; President; 01/2014 to current

▲ Payne Wealth Partners, Inc.; President; 01/1989 to current

Our clients should be aware that T. Taylor Payne is engaged in providing investment management services to clients of both Payne Wealth Partners, Inc. and Keystone Financial Consulting. The Keystone Financial Consulting activity involves a limited portion of his time, as his primary role is providing investment management services to clients of Payne Wealth Partners, Inc.

Designations

▲ Certified Public Accountant; American Institute of Certified Public Accountants; 1979

▲ CERTIFIED FINANCIAL PLANNER™; Certified Financial Planner Board of Standards; 12/1991

▲ Personal Financial Specialist; American Institute of Certified Public Accountants; 1997

For an explanation of the minimum qualifications required for these designations, see pages 25-27.

Item 3. Disciplinary Information

T. Taylor Payne has no reportable disciplinary history.

Item 4. Other Business Activities

T. Taylor Payne is not engaged in any other financial activities. He does not receive commissions, bonuses or other compensation on the sale of securities or other investment products. He is not engaged in any other business or occupation that provides substantial compensation or involves a substantial amount of his time.

Item 5. Additional Compensation

T. Taylor Payne does not receive any economic benefit from anyone other than advisory clients for providing advisory services.

Item 6. Supervision

T. Taylor Payne is supervised by the PWP Board of Directors, which includes T. Taylor Payne, Ann A. Pendley and N. Perry Moore. Mr. Payne is ultimately responsible for all supervision, formulation and monitoring of investment advice and wealth planning advice offered to clients.

Item 1. Cover Page

Bethany M. Muensterman

Investment Manager

Payne Wealth Partners, Inc.

601 N. Cross Pointe Boulevard, Evansville, IN 47715

1.888.477.6221

March 1, 2017



This brochure supplement provides information about Bethany M. Muensterman that supplements the Payne Wealth Partners, Inc. brochure. Please contact T. Taylor Payne at 1.888.477.6221 if you did not receive a complete copy of Payne Wealth Partner's brochure or if you have any questions about the contents of this supplement. Additional information about Bethany M. Muensterman is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2. Educational, Background and Business Experience

Full Legal Name: Bethany Marie Muensterman **Born:** 1988

Education

- ▲ Ball State University; Bachelor of Arts; 2010

Business Experience

- ▲ Keystone Financial Consulting; Investment Manager; 01/2014 to Current
- ▲ Payne Wealth Partners, Inc.; Investment Manager; 01/2014 to Current
- ▲ Payne Wealth Partners, Inc.; Trader / Research Analyst; 01/2011 to 01/2014
- ▲ YMCA; Program Director Assistant; 08/2005 to 01/2011

Our clients should be aware that Bethany Muensterman is engaged in providing investment management services to clients of both Payne Wealth Partners, Inc. and Keystone Financial Consulting. Payne Wealth Partners consulting activity involves a limited portion of her time, as her primary role is providing investment management services to clients of Keystone Financial Consulting.

Designations

- ▲ CHARTERED FINANCIAL ANALYST®; CFA Institute; 08/2015

For an explanation of the minimum qualifications required for these designations, see pages 25-27.

Item 3. Disciplinary Information

Bethany M. Muensterman has no reportable disciplinary history.

Item 4. Other Business Activities

Bethany Muensterman is not engaged in any other investment-related activities. She does not receive commissions, bonuses or other compensation on the sale of securities or other investment products. She is not engaged in any other business or occupation that provides substantial compensation or involves a substantial amount of her time.

Item 5. Additional Compensation

Bethany M. Muensterman does not receive any economic benefit from anyone other than advisory clients for providing advisory services.

Item 6. Supervision

Bethany M. Muensterman is supervised by T Taylor Payne, President, Investment Manager, and CCO. Mr. Payne reviews and oversees all material investment transactions and conducts periodic testing to ensure that client objectives and mandates are met. Mr. Payne can be reached at 888-477-6221.

Item 1. Cover Page

N. Perry Moore

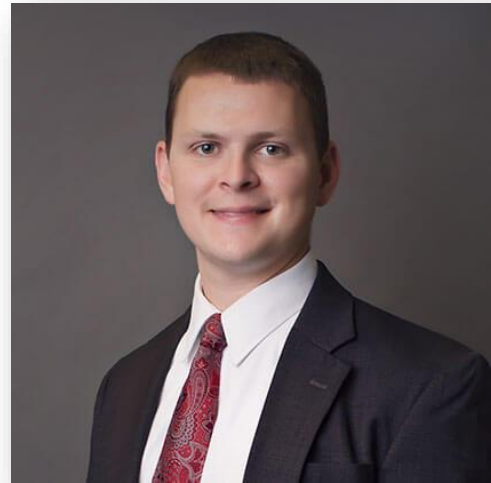
Director of Wealth Planning

Payne Wealth Partners, Inc.

601 N. Cross Pointe Boulevard, Evansville, IN 47715

1.888.477.6221

March 1, 2017



This brochure supplement provides information about N. Perry Moore that supplements the Payne Wealth Partners, Inc. brochure. Please contact T. Taylor Payne at 1.888.477.6221 if you did not receive a complete copy of Payne Wealth Partner's brochure or if you have any questions about the contents of this supplement. Additional information about N. Perry Moore is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2. Educational, Background and Business Experience

Full Legal Name: Nathan Perry Moore **Born:** 1981

Education

- ▲ University of Southern Indiana; MBA, Business Administration; 2011
- ▲ Western Kentucky University; B.S., Financial Planning; 2004

Business Experience

- ▲ Keystone Financial Consulting; Director of Wealth Planning; 01/2014 to current
- ▲ Payne Wealth Partners, Inc.; Director of Wealth Planning; 04/2005 to current

Our clients should be aware that Perry Moore is engaged in providing wealth planning services to clients of both Payne Wealth Partners, Inc. and Keystone Financial Consulting. The Keystone Financial Consulting activity involves a limited portion of his time, as his primary role is providing wealth planning services to clients of Payne Wealth Partners, Inc.

Designations

- ▲ CERTIFIED FINANCIAL PLANNER™; Certified Financial Planner Board of Standards; 09/2007
- ▲ Chartered Financial Consultant®; The American College; 10/2007
- ▲ Certified Business Exit Consultant; Pinnacle Equity Solutions; 10/2013

For an explanation of the minimum qualifications required for these designations, see pages 25-27.

Item 3. Disciplinary Information

N. Perry Moore has no reportable disciplinary history.

Item 4. Other Business Activities

Perry Moore is not engaged in any other investment-related activities. He does not receive commissions, bonuses or other compensation on the sale of securities or other investment products. He is not engaged in any other business or occupation that provides substantial compensation or involves a substantial amount of his time.

Item 5. Additional Compensation

N. Perry Moore does not receive any economic benefit from anyone other than advisory clients for providing advisory services.

Item 6. Supervision

N. Perry Moore is supervised by T Taylor Payne, President, Investment Manager, and CCO. Mr. Payne reviews and oversees all material wealth planning advice formulated and conducts periodic testing to ensure that client objectives and mandates are met. Mr. Payne can be reached at 888-477-6221.

Item 1. Cover Page

Terry W. Prather

Wealth Planner

Payne Wealth Partners, Inc.

601 N. Cross Pointe Boulevard, Evansville, IN 47715

1.888.477.6221

March 1, 2017



This brochure supplement provides information about Terry W. Prather that supplements the Payne Wealth Partners, Inc. brochure. Please contact T. Taylor Payne at 1.888.477.6221 if you did not receive a complete copy of Payne Wealth Partner's brochure or if you have any questions about the contents of this supplement. Additional information about Terry W. Prather is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2. Educational, Background and Business Experience

Full Legal Name: Terry Wayne Prather **Born:** 1975

Education

- ▲ The American College; Master of Science in Financial Services; 2012
- ▲ Oakland City University, B.S. Business Administration, Concentration in Applied Accounting; 1998

Business Experience

- ▲ Keystone Financial Consulting; Wealth Planner; 01/2014 to current
- ▲ Payne Wealth Partners, Inc.; Wealth Planner; 08/2008 to current
- ▲ The Salvation Army, Regional Staff Accountant, 02/1999 to 08/2008

Our clients should be aware that Terry Prather is engaged in providing wealth planning services to clients of both Payne Wealth Partners, Inc. and Keystone Financial Consulting. Payne Wealth Partners consulting activity involves a limited portion of his time, as his primary role is providing wealth planning services to clients of Keystone Financial Consulting.

Designations

- ▲ CERTIFIED FINANCIAL PLANNER™; Certified Financial Planner Board of Standards; 08/2011
- ▲ Chartered Financial Consultant®; The American College; 12/2009

For an explanation of the minimum qualifications required for these designations, see pages 25-27.

Item 3. Disciplinary Information

Terry W. Prather has no reportable disciplinary history.

Item 4. Other Business Activities

Terry Prather is not engaged in any other investment-related activities. He does not receive commissions, bonuses or other compensation on the sale of securities or other investment products.

He is not engaged in any other business or occupation that provides substantial compensation or involves a substantial amount of his time.

Item 5. Additional Compensation

Terry W. Prather does not receive any economic benefit from anyone other than advisory clients for providing advisory services.

Item 6. Supervision

Terry W. Prather is supervised by T Taylor Payne, President, Investment Manager, and CCO. Mr. Payne reviews and oversees all wealth planning activity and conducts periodic testing to ensure that client objectives and mandates are met. Mr. Payne can be reached at 888-477-6221.

Item 1. Cover Page

Ann A. Pendley

Director of Business Development

Payne Wealth Partners, Inc.

601 N. Cross Pointe Boulevard, Evansville, IN 47715

1.888.477.6221

March 1, 2017



This brochure supplement provides information about Ann A. Pendley that supplements the Payne Wealth Partners, Inc. brochure. Please contact T. Taylor Payne at 1.888.477.6221 if you did not receive a complete copy of Payne Wealth Partner's brochure or if you have any questions about the contents of this supplement. Additional information about Ann A. Pendley is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2. Educational, Background and Business Experience

Full Legal Name: Ann Adele Pendley **Born:** 1967

Business Experience

- ▲ Keystone Financial Consulting; Director of Business Development; 01/2014 to current
- ▲ Payne Wealth Partners, Inc.; Director of Business Development; 06/2004 to current
- ▲ Charles Schwab & Co., Inc.; Investment Specialist; 01/1992 to 06/2004

Our clients should be aware that Ann A. Pendley is engaged in business development activities for both Payne Wealth Partners, Inc. and Keystone Financial Consulting. She does not provide investment management or wealth planning services, except in rare circumstances.

Designations

- ▲ CERTIFIED FINANCIAL PLANNER™; Certified Financial Planner Board of Standards; 05/2006

For an explanation of the minimum qualifications required for these designations, see pages 25-27.

Item 3. Disciplinary Information

Ann A. Pendley has no reportable disciplinary history.

Item 4. Other Business Activities

Ann A. Pendley is not engaged in any other investment-related activities. She does not receive commissions, bonuses or other compensation on the sale of securities or other investment products. She is not engaged in any other business or occupation that provides substantial compensation or involves a substantial amount of her time.

Item 5. Additional Compensation

Ann A. Pendley does not receive any economic benefit from anyone other than advisory clients for providing advisory services.

Item 6. Supervision

Ann A. Pendley is supervised by T Taylor Payne, President, Investment Manager, and CCO. Mr. Payne reviews and oversees all business development processes and conducts periodic testing to ensure that client objectives and mandates are met. Mr. Payne can be reached at 888-477-6221.

Item 1. Cover Page

Chad R. McPherson

Paraplanner

Payne Wealth Partners, Inc.

601 N. Cross Pointe Boulevard, Evansville, IN 47715

1.888.477.6221

March 1, 2017



This brochure supplement provides information about Chad R. McPherson that supplements the Payne Wealth Partners, Inc. brochure. Please contact T. Taylor Payne at 1.888.477.6221 if you did not receive a complete copy of Payne Wealth Partner's brochure or if you have any questions about the contents of this supplement. Additional information about Chad R. McPherson is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2. Educational, Background and Business Experience

Full Legal Name: Chad R. McPherson **Born:** 1992

Education

- ▲ Western Kentucky University; Certificate in Financial Planning; 2015
- ▲ Western Kentucky University, Bachelors of Science in Financial Management; 2013

Business Experience

- ▲ Payne Wealth Partners, Inc.; Paraplanner; 07/2015 to Current
- ▲ Keystone Financial Consulting; Wealth Planner; 07/2015 to Current
- ▲ Modern Woodmen of America; Financial Representative; 01/2014 to 06/2015

Our clients should be aware that Chad R. McPherson is engaged in providing wealth planning services to clients of both Payne Wealth Partners, Inc. and Keystone Financial Consulting. Payne Wealth Partners consulting activity involves a limited portion of his time, as his primary role is providing wealth planning services to clients of Keystone Financial Consulting.

Designations

- ▲ Certified Financial Planner™, Certified Financial Planner Board of Standards; 1/2017
- ▲ Chartered Life Underwriter®, The American College; 2/2017

For an explanation of the minimum qualifications required for these designations, see pages 25-27.

Item 3. Disciplinary Information

Chad R. McPherson has no reportable disciplinary history.

Item 4. Other Business Activities

Chad R. McPherson is not engaged in any other investment-related activities. He does not receive commissions, bonuses or other compensation on the sale of securities or other investment products. He is not engaged in any other business or occupation that provides substantial compensation or involves a substantial amount of his time.

Item 5. Additional Compensation

Chad R. McPherson does not receive any economic benefit from anyone other than advisory clients for providing advisory services.

Item 6. Supervision

Chad R. McPherson is supervised by Terry W. Prather, Wealth Planner. Mr. Prather reviews and oversees all wealth planning activity and conducts periodic testing to ensure that client objectives and mandates are met. Mr. Prather can be reached at 888-477-6221.

Item 1. Cover Page

Christian H. Tant

Paraplanner

Payne Wealth Partners, Inc.

601 N. Cross Pointe Boulevard, Evansville, IN 47715

1.888.477.6221

March 1, 2017



This brochure supplement provides information about Chad R. McPherson that supplements the Payne Wealth Partners, Inc. brochure. Please contact T. Taylor Payne at 1.888.477.6221 if you did not receive a complete copy of Payne Wealth Partner's brochure or if you have any questions about the contents of this supplement. Additional information about Christian H. Tant is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2. Educational, Background and Business Experience

Full Legal Name: Christian H. Tant **Born:** 1992

Education

▲ University of Alabama; Family and Financial Planning and Counseling (2014)

Business Experience

▲ Payne Wealth Partners, Inc.; Paraplanner; 0/2014to Current

▲ Keystone Financial Consulting; Paraplanner; 10/2014 to Current

Our clients should be aware that Christian H. Tant is engaged in providing wealth planning services to clients of both Payne Wealth Partners, Inc. and Keystone Financial Consulting. Payne Wealth Partners consulting activity involves a limited portion of his time, as his primary role is providing wealth planning services to clients of Keystone Financial Consulting.

Designations

▲ Registered Paraplanner (RP)

Item 3. Disciplinary Information

Christian H. Tant has no reportable disciplinary history.

Item 4. Other Business Activities

Christian H. Tant is not engaged in any other investment-related activities. He does not receive commissions, bonuses or other compensation on the sale of securities or other investment products. He is not engaged in any other business or occupation that provides substantial compensation or involves a substantial amount of his time.

Item 5. Additional Compensation

Christian H. Tant does not receive any economic benefit from anyone other than advisory clients for providing advisory services.

Item 6. Supervision

Christian H. Tant is supervised by Terry W. Prather, Wealth Planner. Mr. Prather reviews and oversees all wealth planning activity and conducts periodic testing to ensure that client objectives and mandates are met. Mr. Prather can be reached at 888-477-6221.

Professional Designation Qualifications

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;
- **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.

From Certified Financial Planner Board of Standards, Inc.

Certified Public Accountant (CPA)

Certified Public Accountant (CPA) CPAs are licensed and regulated by their state boards of accountancy. While state laws and regulations vary, the education, experience and testing requirements for licensure as a CPA generally include minimum college education (typically 150 credit hours with at least a baccalaureate degree and a concentration in accounting), minimum experience levels (most states require at least one year of experience providing services that involve the use of accounting, attest, compilation, management advisory, financial advisory, tax or consulting skills, all of which must be achieved under the supervision of or verification by a CPA), and successful passage of the Uniform CPA Examination. In order to maintain a CPA license, states generally require the completion of 40 hours of continuing professional education (CPE)

each year (or 80 hours over a two year period or 120 hours over a three year period). Additionally, all American Institute of Certified Public Accountants (AICPA) members are required to follow a rigorous Code of Professional Conduct which requires that they act with integrity, objectivity, due care, competence, fully disclose any conflicts of interest (and obtain client consent if a conflict exists), maintain client confidentiality, disclose to the client any commission or referral fees, and serve the public interest when providing financial services. The vast majority of state boards of accountancy have adopted the AICPA's Code of Professional Conduct within their state accountancy laws or have created their own.

Personal Financial Specialist

The Personal Financial Specialist (PFS) program allows CPAs to demonstrate their knowledge and expertise in personal financial planning. Whether a CPA specializes in personal financial planning with their clients or interacts with other financial planning professionals, the PFS credential adds credibility. PFS credential holders have a specific experience, education and examination requirement that sets them apart from other CPAs and financial planners.

From AICPA

Chartered Financial Consultant® (ChFC®)

Chartered Financial Consultants® must successfully complete eight courses on all aspects of financial planning from The American College, have at least three years of full-time business experience, and agree to comply with The American College Code of Ethics and Procedures. ChFC®s are required to earn 30 hours of continuing education credit every two years.

The Chartered Financial Consultant® (ChFC) designation program focuses on the comprehensive financial planning process as an organized way to collect and analyze information on a client's total financial situation; to identify and establish specific financial goals; and to formulate, implement, and monitor a comprehensive plan to achieve those goals.

From The American College

Certified Business Exit Consultant CBEC™

The [Certified Business Exit Consultant™](#) designation is the premier exit planning certification available in the marketplace today. This highly specialized course builds on more than three (3) years of training and experience with hundreds of advisors and consultants who are profitably using Pinnacle's 6-step exit planning system today with their business owner clients.

From Pinnacle Equity Solutions

Chartered Financial Analyst®

The CFA's mission is to lead the investment profession globally by promoting the highest standards of ethics, education, and professional excellence for the ultimate benefit of society. The CFA® Program bridges current practice, investment theory, and ethical and professional standards to provide investment analysis and portfolio management skills. The CFA charter, one of the most respected and recognized investment credential in the world, represents a tradition of upholding high standards of education and integrity in the investment profession. The charter is recognized globally by employers, investment professionals, and investors as a definitive standard by which to measure the competence, integrity, and dedication of serious investment professionals. The first CFA exam was administered in 1963. Recipients of the CFA charter have successfully completed the CFA Program, a graduate-level, self-study curriculum and a series of three intensive examinations taken sequentially, which, in total, takes most candidates between two and five years. Candidate surveys report that preparation for the three exams typically requires at least 900 combined hours of study. Due to the rigor of the program, only around one in five candidates who enroll in the CFA Program pass all three exams and meet the professional and ethical requirements to earn the charter.

From CFA Institute

Certified Investment Management Analyst® Certification Program

Investment Management Consultants Association® was established in 1985 to deliver premier investment consulting and wealth management credentials and world-class educational offerings through membership, conferences, research, and publications. IMCA sets the global standards and practices for the investment management consulting profession and provides investment consultants and wealth managers with the credentials and tools required to best serve their clients anywhere in the world. CIMA professionals integrate a complex body of investment knowledge, ethically contributing to prudent investment decisions by providing objective advice and guidance to individual investors and institutional investors. The CIMA certification program is the only credential designed specifically for financial professionals who want to attain a level of competency as an advanced investment consultant. Since April 2011, CIMA certification has been recognized as the only financial services credential in the U.S. to have met an international standard for personnel certification (ISO 17024) and earned accreditation by American National Standards Institute. Those who have earned the CIMA certification have at least three years of experience in financial services, have passed an extensive background check, have completed a demanding two-step, graduate-level program of study, and have passed a comprehensive examination.

From Investment Management Consultants Association