

*This brochure supplement provides information about Jason Edward Holland that supplements the Starr-Mathews Financial, LLC brochure. You should have received a copy of that brochure. Please contact Jason Edward Holland, Managing Member if you did not receive Starr-Mathews Financial, LLC's brochure or if you have any questions about the contents of this supplement.*

*Additional information about Jason Edward Holland is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).*

**Starr-Mathews Financial, LLC**  
**d/b/a/ Starr-Mathews Employee Benefits**  
**Form ADV Part 2B – Individual Disclosure Brochure**

*for*

**Jason Edward Holland**  
Personal CRD Number: 4080424  
Investment Adviser Representative

Starr-Mathews Financial, LLC  
215 North Piedmont Street  
Calhoun, GA 30701  
(706) 624-4081  
[jholland@starrbenefits.com](mailto:jholland@starrbenefits.com)

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## Item 2: Educational Background and Business Experience

**Name:** Jason Edward Holland

**Born:** 1973

### Education Background and Professional Designations:

#### Education:

BA Accounting, Furman University – 1995

#### Designations:

##### CFP® - Certified Financial Planner

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:

- i. 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
- ii. 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.

## **CPA - Certified Public Accountant**

- 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.

## **AIF® - Accredited Investment Fiduciary®**

- The AIF designation, awarded by the Center for Fiduciary Studies, an fi360 company, demonstrates the focus on all the components of a comprehensive investment process, related fiduciary standards of care, and commitment to excellence.
- AIF designees must complete 6 steps to earn the designation: 1. submit registration and fee; 2. successfully complete a specialized program on investment fiduciary standards of care; 3. pass a comprehensive examination; 4. upon passing, submit the accreditation application and fee; 5. complete annual continuing educational requirements; 6. pledge to abide by the designation's code of ethics

## **Business Background:**

08/2005 – Present	Managing Member Starr-Mathews Financial, LLC
07/2005 – 01/2013	Registered Representative/IAR LPL Financial LLC
11/2003 – 08/2005	Vice President – Private Banking AmSouth Bank
01/2001 – 11/2003	Partner RMS Financial

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

There are no legal or disciplinary events that are material to a client's or prospective client's evaluation of this advisory business.

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

Jason Edward Holland is a Certified Public Accountant. He provides tax preparation services to investment and non-investment clients through a separate entity, Holland Capital Advisors, Inc. Starr-Mathews Financial, LLC always acts in the best interest of the client. Clients are in no way required to implement the plan through any representative of Starr-Mathews Financial, LLC in such individual's capacity as a Certified Public Accountant.

Jason Edward Holland is a licensed insurance agent. From time to time, he will offer clients advice or products from those activities. Clients should be aware that these services pay a commission and involve a conflict of interest, as commissionable products conflict with the fiduciary duties of a registered investment adviser. Starr-Mathews Financial, LLC always acts in the best interest of the client; including the sale of commissionable products to advisory clients. Clients are in no way required to implement the plan through any representative of Starr-Mathews Financial, LLC in such individual's capacity as a licensed insurance agent.

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

Other than salary, annual bonuses, or regular bonuses, Jason Edward Holland does not receive any economic benefit from any person, company, or organization, in exchange for providing clients advisory services through Starr-Mathews Financial, LLC.

### **Item 6: Supervision**

As the co-owner and representative of Starr-Mathews Financial, LLC, Jason Edward Holland supervises all duties and activities of the firm. Jason Edward Holland works with James Starr Mathews. Jason Edward Holland's contact information is on the cover page of this disclosure document. Jason Edward Holland adheres to all required regulations regarding the activities of an Investment Adviser Representative and follows all policies and procedures outlined in the firm's policies and procedures manual, including the Code of Ethics, and appropriate securities regulatory requirements.