

bloom, inc.
5325 W 115th Place
Leawood, Kansas 66211
888-446-8416
www.bloom.com
May 18, 2018

This Brochure provides information about the qualifications and business practices of bloom, inc. If you have any questions about the contents of this Brochure, or would like to receive the most recent version, please contact us at 888-446-8416 or via email at info@bloom.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.

Bloom, inc. is a Registered Investment Adviser with the United States Securities and Exchange Commission. Registration as an Investment Adviser does not imply any level of skill or training. Additional information about bloom, inc. is also available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 – Material Changes

This Brochure dated May 18, 2018, represents an amendment to the Form ADV Part 2 Brochure for bloom, Inc. (bloom).

Since the firm's last annual update Brochure filed January 19, 2018, subsequently amended April 09, 2018, we have made various minor updates to the Brochure but no material changes were made.

Pursuant to regulatory requirements, we will deliver to you a summary of any material changes to this and subsequent Brochures within 120 days of the close of our fiscal year. We may further provide other ongoing disclosure information about material changes as necessary. All such information will be provided to you free of charge.

Currently, our Brochure may be requested at any time, without charge, by contacting Shannon Duncan, our Chief Compliance Officer, at 888-446-8416 or info@bloom.com.

Additional information about bloom is also available via the SEC's website www.adviserinfo.sec.gov. You can search this site by using a unique identifying number, known as a CRD number. The CRD number for bloom is 168604. The SEC's web site also provides information about any persons affiliated with bloom who are registered, or are required to be registered, as Investment Adviser Representatives of bloom.

Item 3 – Table of Contents

Item 2 – Material Changes	2
Item 3 – Table of Contents	3
Item 4 – Advisory Business Introduction	5
Services	5
Online Employer Sponsored Retirement Account (ESRA) Asset Management Services	6
Value of Assets Under Management	6
Item 5 – Fees and Compensation	7
Online Employer Sponsored Retirement Account (ESRA) Asset Management Fee Schedule	7
Item 6 – Performance Based Fee and Side by Side Management	8
Item 7 – Types of Clients	8
Item 8 – Methods of Analysis, Investment Strategies and Risk of Loss	8
1. Targeted Asset Allocation	8
2. Risks	9
Item 9 – Disciplinary Information	11
Item 10 – Other Financial Industry Activities and Affiliations.....	11
Broker-Dealer Relationship	11
Futures Relationship	11
RIA Relationship	11
Item 11 – Code of Ethics, Participation or Interest in Client Accounts and Personal Trading	11
General Information.....	11
Participation or Interest in Client Accounts	12
Personal Trading	12
Privacy Statement	12
Item 12 – Brokerage Practices	13
1. Best Execution	13
2. Directed Brokerage	13
3. Trading.....	13
Item 13 – Review of Accounts	13
Reports	13
Item 14 – Client Referrals and Other Compensation.....	14
Item 15 – Custody	14
Item 16 – Investment Discretion	14
Item 17 – Voting Client Securities.....	14

Item 18 – Financial Information	14
APPENDIX I. FORM ADV Part 2B: January 19, 2018 Brochure Supplements	16
Advisor: Chris K. Costello, CFP®	16
Advisor: Kevin M. Conard, CRPC®	16
Advisor: Robert R. O’Blennis, J.D., CRPC®	17
Advisor: Andrew Thomas	17
Advisor: Jordan Nietzel.....	18
Advisor: Shannon M. Duncan	19

Item 4 – Advisory Business Introduction

Bloom, inc., (“bloom”) is a Registered Investment Adviser (“Adviser”) which offers investment advice and Employer Sponsored Retirement Account (“ESRA”) portfolio management services through a web-based application for our Clients. We are registered through and regulated by the United States Securities and Exchange Commission (“SEC”).

We provide investment advice through Investment Adviser Representatives associated with us. These individuals are appropriately licensed, qualified, and authorized to provide advisory services on our behalf. In addition, all advisors are required to have commensurate education and industry experience.

Bloom, inc., was founded in 2013 by Chris Costello, CFP®, who serves as a Managing Member and an Investment Advisor Representative, Randy Auf Der Heide who serves as Managing Member and Chief Product Officer and, and Kevin M. Conard, who serves as a Managing Member and Investment Advisor Representative. Chris Costello, Randy Auf Der Heide and Kevin Conard are our principal owners. Shannon Duncan serves as the Chief Compliance Officer.

Bloom, inc., is related through common ownership with The Retirement Planning Group, Inc., another Registered Investment Adviser, and we currently share two employees with The Retirement Planning Group, Inc.

We provide ESRA portfolio management services to individuals through our unique web-based portfolio management approach. At a later date we plan to also provide our Clients the resources to consolidate ESRA, IRA(s) and other investment accounts under our management. We are committed to the fiduciary principle of placing the Client’s interests first, and we value long term relationships with our Clients whom we regard as strategic partners in our business.

Services

We provide web-based ESRA portfolio management services designed for individuals who have traditionally managed their own 401(k)s, 403(b)s, 457s and other ESRA(s). Our focus is on helping you create, implement and execute investment portfolios that are designed to build and preserve your wealth during the accumulation phase of your life. As part of our web-based service, clients have access to make inquiries to bloom financial advisors via online chat and email.

We provide our portfolio management services on a discretionary basis, which grants us the authority to determine securities to be bought or sold for a client’s account from the choices available in the client’s ESRA, and the amount of securities to be bought or sold for an account.

Trading may be required from time to time to meet initial allocation targets, to allocate deposited cash, and to accommodate withdrawals. Additionally, your account may be rebalanced or reallocated periodically in order to realign with targeted percentages of your initial asset allocation. The timing of rebalancing or reallocation will occur at our discretion. We are not tax or legal professionals and do not give tax or legal advice.

Online Employer Sponsored Retirement Account (ESRA) Asset Management Services

Asset management is the professional management of securities (stocks, bonds, mutual funds, ETF's and other securities) and assets (e.g., real estate) in order to meet your specified investment goals. With our ESRA Asset Management Services, you will use our web-based software application to assist you in developing a personalized asset allocation program designed to meet your unique investment objectives. The investments in the portfolio account may include mutual funds, stocks, bonds, etc. depending upon the options available through your employer sponsored 401(k), 403(b), or 457 Plans as well as other employer sponsored Plans. You will input information into the system such as your current age, desired retirement age, etc. Based on the information you input, we will recommend an appropriate asset allocation. Our recommendations and ongoing management are based upon your current age, desired retirement age, and the risk tolerance you have selected. If you decide to implement the recommendations you receive through the software, we will, with your express permission, place all the necessary trades to establish your asset allocation within your ESRA. This allocation will be automatically adjusted as you approach retirement.

Our services will:

- Review your present ESRA account allocation
- Advise on asset selection
- Implement the allocation that you have pre-approved
- Monitor and track assets under our management
- Adjust pre-approved allocation automatically as you approach retirement.

You should update your Account promptly when your financial situation, goals, objectives, or needs change. Should you decide to make a change to your existing allocation, you may do so through the web-based allocation and we will make the changes for you in a timely fashion. **YOU CAN CONTACT YOUR ESRA CUSTODIAN DIRECTLY AT ANY TIME TO IMMEDIATELY CHANGE YOUR INVESTMENT ALLOCATION.**

If you elect to use our services, you will receive a written agreement saved to your account documentation detailing the services, fees, terms and conditions of the relationship. You will also receive this Brochure.

Past performance is not indicative of future results. We cannot guarantee the results of any of our recommendations. Choosing which advice to follow is your decision.

Value of Assets Under Management

We manage assets solely on a discretionary basis. As of the date of this document, we managed approximately \$ 2,411,295,824.

Item 5 – Fees and Compensation

We provide online ESRA Asset Management Services for a fee. Our fees do not include brokerage commissions, transaction fees, and other related costs and expenses your ESRA custodian may charge. You may incur certain charges imposed by custodians, and other third parties. These may include fees charged by managers, custodial fees, short term redemption fees, deferred sales charges, odd-lot differentials, transfer taxes, wire transfer and electronic fund fees, and other fees and taxes on brokerage accounts and securities transactions. Mutual funds, money market funds and exchange-traded funds (ETFs) also charge internal management fees, which are disclosed in the fund's prospectus. These fees may include, but are not limited to, a management fee, upfront sales charges, and other fund expenses. We do not receive any compensation from these fees. All of these fees are in addition to the fee you pay us. You should review all fees charged to fully understand the total amount of fees you will pay. Services similar to those offered by us may be available elsewhere for more or less than the amounts we charge.

You could invest in an investment option in your ESRA directly without our services. In that case, you would not receive the services provided by us which are designed, among other things, to assist you in determining which mutual fund(s) or ETFs, and in which combination, are appropriate to your age and years to retirement.

Certain strategies recommended by us may involve investment in mutual funds. Load and no load mutual funds may pay annual distribution charges, sometimes referred to as "12(b)(1) fees". These 12(b)(1) fees come from fund assets, and thus indirectly from Clients' assets. We do not receive any compensation from these fees. The 12(b)(1) fee, deferred sales charges and other fee arrangements will be disclosed upon your request and are typically described in the applicable fund's prospectus.

Our Advisory Agreement defines what fees are charged and their frequency. We bill fees in advance. No increase in our fee shall be effective without prior written notification to you.

Online Employer Sponsored Retirement Account (ESRA) Asset Management Fee Schedule

There is no minimum account size required. We will provide our services for \$10 per month or \$108 paid annually for the first account, and \$7.50 or \$81.00 paid annually for subsequent accounts you own. This fee is paid in advance, through credit card or debit card. This fee includes initial reallocation, access to financial advisors, and rebalancing of your account. Clients will sign up for a one year term that automatically renews after the one year anniversary unless either party cancels the Advisory Agreement. Clients may terminate their bloom Account at any time including within the initial one year term. All terminations must be communicated through the web-based Account profile that all Clients use to manage their accounts. Any fees that are due, but have not been paid, will be billed to you and are due immediately.

We may offer alternative payment options and discounts from our retail pricing.

In certain circumstances, advisory fees, payment structure may be negotiable based upon prior relationships, related account holdings, or other distribution relationships. A prior fee schedule may apply to pre-existing clients.

Item 6 – Performance Based Fee and Side by Side Management

We do not charge any performance-based fees. These are fees based on a share of capital gains on or capital appreciation of the assets of a Client.

Item 7 – Types of Clients

We provide ESRA Asset Management services to individuals who participate in 401(k)s, 403(b)s, 457 Plans and other Employer Sponsored Retirement Accounts. We work with Clients of any age. We have no minimum account opening balance requirement.

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

Our investment strategy for our ESRA Clients involves the selection of mutual funds and exchange-traded funds (ETFs) for our Clients' portfolio based upon the investment options offered in their employer sponsored retirement plan(s). This is done using various means of research and analysis available through our web-based application. We primarily use well-diversified portfolios of an allocation designed to be in line with Client's age and time to retirement given the options available in their ESRA. We attempt to primarily use indexed mutual funds and ETFs when available within the ESRA fund menu.

Our approach does not include frequent trading of securities (i.e. day trading).

IMPORTANT NOTE: IT IS YOUR RESPONSIBILITY TO PROMPTLY INFORM US VIA YOUR ONLINE ACCOUNT IF YOUR PORTFOLIO ALLOCATION DOES NOT MATCH YOUR RISK TOLERANCE.

The implementation of these analyses as part of our investment advisory services to you may include any, all or a combination of the following:

1. Targeted Asset Allocation

We use asset allocation strategies to suit a range of risk tolerances from conservative to growth-oriented. We will recommend for you a portfolio that reflects a suitable asset allocation, based on your age and time to retirement. You may also shift this initial portfolio recommendation to be more or less aggressive. **YOU MUST APPROVE YOUR INITIAL ALLOCATION BEFORE WE WILL IMPLEMENT THE FIRST REBALANCE. SUBSEQUENT REBALANCES WILL TAKE PLACE WITHOUT PRIOR APPROVAL.**

If you choose to be more conservative or more aggressive than we believe is appropriate for you, we may suggest you do not hire bloom.

The strategic recommended portfolio allocation will change as you approach your desired retirement age. The investment strategies we use to implement any investment advice given to you generally focus on long term purchases.

We screen and select funds and securities to be added to or removed from the portfolio on a regular basis. In order to perform this type of analysis we use many resources such as Morningstar. Rebalancing review occurs periodically.

2. Risks

We cannot guarantee our analysis methods will yield a return. In fact, a loss of principal is always a risk. Investing in securities involves a risk of loss that you should be prepared to handle. You need to understand that investment decisions made for your account by us are subject to various market, currency, economic, political and business risks. The investment decisions we make for you will not always be profitable nor can we guarantee any level of performance.

A list of major risks associated with the strategies, products and methodology we offer are listed below:

1. Bond Fund Risk

Bond funds generally have higher risks than money market funds, largely because they typically pursue strategies aimed at producing higher yields of the risks associated with bond funds include:

- **Call Risk** - The possibility that falling interest rates will cause a bond issuer to redeem—or call—its high-yielding bond before the bond's maturity date.
- **Credit Risk** — the possibility that companies or other issuers whose bonds are owned by the fund may fail to pay their debts (including the debt owed to holders of their bonds). Credit risk is less of a factor for bond funds that invest in insured bonds or U.S. Treasury bonds. By contrast, those that invest in the bonds of companies with poor credit ratings generally will be subject to higher risk.
- **Interest Rate Risk** — the risk that the market value of the bonds will go down when interest rates go up. Because of this, you can lose money in any bond fund, including those that invest only in insured bonds or Treasury bonds.
- **Prepayment Risk** — the chance that a bond will be paid off early. For example, if interest rates fall, a bond issuer may decide to pay off (or "retire") its debt and issue new bonds that pay a lower rate. When this happens, the fund may not be able to reinvest the proceeds in an investment with as high a return or yield.

2. Mutual Funds Risk

The following is a list of some general risks associated with investing in mutual funds.

- Country Risk - The possibility that political events (a war, national elections), financial problems (rising inflation, government default), or natural disasters (an earthquake, a poor harvest) will weaken a country's economy and cause investments in that country to decline.
- Currency Risk -The possibility that returns could be reduced for Americans investing in foreign securities because of a rise in the value of the U.S. dollar against foreign currencies. Also called exchange-rate risk.
- Income Risk - The possibility that a fixed-income fund's dividends will decline as a result of falling overall interest rates.
- Industry Risk - The possibility that a group of stocks in a single industry will decline in price due to developments in that industry.
- Inflation Risk - The possibility that increases in the cost of living will reduce or eliminate a fund's real inflation-adjusted returns.
- Manager Risk -The possibility that an actively managed mutual fund's investment adviser will fail to execute the fund's investment strategy effectively resulting in the failure of stated objectives.
- Market Risk -The possibility that stock fund or bond fund prices overall will decline over short or even extended periods. Stock and bond markets tend to move in cycles, with periods when prices rise and other periods when prices fall.
- Principal Risk -The possibility that an investment will go down in value, or "lose money," from the original or invested amount.

3. Overall Fund Risk

- Clients need to remember that past performance is no guarantee of future results. All funds carry some level of risk. You may lose some or all of the money you invest, including your principal, because the securities held by a fund goes up and down in value. Dividend or interest payments may also fluctuate, or stop completely, as market conditions change.
- Before you invest, be sure to read a fund's prospectus and shareholder reports to learn about its investment strategy and the potential risks. Funds with higher rates of return may take risks that are beyond your comfort level and are inconsistent with your financial goals.

While past performance does not necessarily predict future returns, it can tell you how volatile (or stable) a fund has been over a period of time. Generally, the more volatile a fund, the higher the investment risk. If you'll need your money to meet a financial goal in the near-term, you probably can't afford the risk of investing in a fund with a volatile history because you will not have enough time to ride out any declines in the stock market.

4. Stock Fund Risk

Although a stock fund's value can rise and fall quickly over the short term, historically stocks have performed better over the long term than other types of investments — including corporate bonds, government bonds, and treasury securities.

Overall "market risk" poses the greatest potential danger for investors in stocks funds. Stock prices can fluctuate for a broad range of reasons, such as the overall strength of the economy or demand for particular products or services.

Item 9 – Disciplinary Information

Registered Investment Advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of us or the integrity of our management. We do not have any information to disclose about bloom or any of our investment advisors. We adhere to high ethical standards for all advisors and associates. We strive to do what is in your best interests.

Item 10 – Other Financial Industry Activities and Affiliations

Neither bloom nor any of its investment adviser representatives participate in other business activities or has any outside affiliations at this time other than those disclosed below or in the attached Part 2B Supplement.

Broker-Dealer Relationship

Our firm is not registered as a broker-dealer or as a registered representative of a broker-dealer. We have no affiliation with any broker-dealer. We are independently owned and operated.

Futures Relationship

We have no advisors registered or active in any futures capacity.

RIA Relationship

Robert O'Blennis, Chris Costello and Kevin M. Conard are also Investment Advisor Representatives with The Retirement Planning Group, Inc., a separate SEC Registered Investment Advisor.

Item 11 – Code of Ethics, Participation or Interest in Client Accounts and Personal Trading

General Information

We have adopted a Code of Ethics for all supervised persons of the firm describing its high standards of business conduct, and fiduciary duty to you, our Client. The Code of Ethics includes provisions relating to the confidentiality of Client information, a prohibition on insider trading, restrictions on the acceptance of significant gifts, the reporting of certain gifts and business entertainment items, and personal securities trading procedures. All of our supervised persons must acknowledge the terms of the Code of Ethics annually, and as amended.

Participation or Interest in Client Accounts

Our Compliance policies and procedures prohibit anyone associated with bloom from having an interest in a Client account or participating in the profits of a Client's account without the approval of the CCO. The following acts are prohibited:

- Employing any device, scheme or artifice to defraud
- Making any untrue statement of a material fact
- Omitting to state a material fact necessary in order to make a statement, in light of the circumstances under which it is made, not misleading
- Engaging in any fraudulent or deceitful act, practice or course of business
- Engaging in any manipulative practices

You may request a copy of the firm's Code of Ethics by contacting Shannon Duncan, our Chief Compliance Officer, at 888-446-8416 or info@bloom.com.

Personal Trading

We may recommend securities to you that we can also purchase for our own accounts.

We may trade securities in our account that we have recommended to you as long as we do not place order in a manner to disadvantage your orders. This policy is meant to prevent us from benefiting as a result of transactions placed on behalf of advisory accounts. Under certain circumstances, exceptions may be made to the policies stated above. Records of such trades, including the reasons for the exceptions, will be maintained with our records as required.

ETFs, mutual funds and/or investment sub-accounts which may comprise a variable insurance product are purchased or redeemed at a fixed net asset value are very widely traded. Therefore, it is highly unlikely that purchases of ETFs, mutual funds and variable insurance products by bloom employees will have an impact on the prices of the funds in which you invest. These types of transactions are not prohibited by our policies and procedures.

We have established the following restrictions in order to ensure our fiduciary responsibilities to you are met and to abide by all Insider Trading regulations:

- No securities for our personal portfolio(s) shall be bought or sold where this decision is substantially derived, in whole or in part, from the role of Investment Advisory Representative(s) of bloom, unless the information is also available to the investing public on reasonable inquiry. In no case, shall we put our own interests ahead of yours.
- We emphasize your unrestricted right to decline to implement any advice rendered.

Privacy Statement

We are committed to safeguarding your confidential information and hold all personal information provided to us in the strictest confidence. These records include all personal information that we collect from you or receive from other firms in connection with any of the financial services they provide. We also require other firms with whom we deal with to restrict the use of your information. Our Privacy Policy is available upon request.

Item 12 – Brokerage Practices

1. Best Execution

We have an obligation to seek best execution. In seeking best execution, the determinative factor is not the lowest possible commission cost but whether the transaction represents the best qualitative execution, taking into consideration the full range of a broker-dealer's services, including the value of research provided, execution capability, commission rates, reputation and responsiveness.

For most ESRA asset management Clients, our options to pursue best execution are severely limited. Because of the nature of ESRA accounts, we are limited to effecting transactions solely through your employer-selected broker-dealer or custodian at pre-arranged rates. We will seek competitive commission rates and terms where possible, but we may not obtain the lowest possible commission rates for account transactions.

2. Directed Brokerage

Our ESRA asset management Clients will use the custodian(s) their employer has selected for their 401(k), 403(b), and 457 Plans or other employer sponsored retirement plans. Although you may not have control over broker-dealers or custodians used by your ESRA, you should be aware that by directing us to use your employer-selected broker-dealer or custodian, you may pay higher or lower fees than what is available through other relationships. We cannot negotiate the fees you will pay.

3. Trading

Transactions for each Client account will be effected independently.

Item 13 – Review of Accounts

Reports

For our ESRA Asset Management Services, your retirement plan sponsor or custodian will provide you with account statements reflecting the transactions occurring in your account and account balances along with confirmations for each securities transaction executed in the account. We will not provide you statement or performance information for your account(s).

We recommend you compare the statements you receive from your retirement plan sponsor or custodian with the information you receive from us. Please immediately notify us of any discrepancies in your ESRA or any concerns you have about the account(s).

Item 14 – Client Referrals and Other Compensation

The firm may sponsor occasional marketing promotions which for example might reward clients with nominal gifts for introducing prospective clients to the firm, or may reward clients and or prospective clients with nominal gifts for completing a prospective client questionnaire. Although the firm does offer compensation promotions for client referrals, this type of arrangement will not increase investment management fees paid by our clients.

Item 15 – Custody

We do not hold client funds or securities, but instead require that they be held by a third party custodian. We may however have limited control in some instances to trade on your behalf. To make trades for clients, we generally access accounts using the client's own account access. You will receive account statements directly from your custodian at least quarterly, which will be sent to the email or postal mailing address you provide, or will be made available on-line. We urge you to carefully review these custodial statements when you receive them.

Item 16 – Investment Discretion

You will grant us discretionary authority at the beginning of our advisory relationship. This allows us to select the identity and amount of securities to be bought or sold. This information is described in the Advisory Agreement you sign with us which contains a limited power of attorney which gives us a limited scope of authority to act on your behalf with your accounts.

Item 17 – Voting Client Securities

As a matter of firm policy and practice, we do not have any authority to and do not vote proxies on behalf of advisory Clients. You retain the responsibility for receiving and voting proxies for any and all securities maintained in your portfolios. We are authorized to instruct the custodian to forward you copies of all proxies and shareholder communications relating to your account assets.

Item 18 – Financial Information

Since we have discretionary authority, we are required to provide you with certain financial information or disclosures about our financial condition. We have no financial commitment that would impair our

ability to meet any contractual and fiduciary commitments to you, our Client. We have not been the subject of any bankruptcy proceedings.

APPENDIX I. FORM ADV Part 2B: May 18, 2018 Brochure Supplements

Advisor: Chris K. Costello, CFP®

Bloom, Inc., 5325 W 115th Place, Leawood, Kansas 66211.

Contact: 888-446-8416 or via email at info@bloom.com.

This brochure supplement provides information about Chris Costello that supplements the bloom, inc., brochure. Please contact Shannon Duncan at 888-446-8416 or via email at info@bloom.com if you would like to receive our brochure or if you have any questions about the contents of this supplement. Additional information about Chris Costello is available on the SEC's website at www.adviserinfo.sec.gov.

Educational Background and Business Experience

Name: Chris K. Costello

Year of Birth: 1973

Education: University of Kansas, B.S. in Business Administration, 1995

Professional Designations:

CERTIFIED FINANCIAL PLANNER™ (CFP®) since July 2009.

Chartered Retirement Planning CounselorSM (CRPC®) since June 2006.

Business Background (preceding five years):

The Retirement Planning Group, 2/2004 to Present: Financial Advisor.

Additional Information

Mr. Costello has no disciplinary information to disclose. Mr. Costello is also a Financial Advisor for The Retirement Planning Group, located in Overland Park, Kansas. There are no other compensation arrangements to disclose. Mr. Costello is subject to supervision through the Compliance program in place at bloom.

Advisor: Kevin M. Conard, CRPC®

Bloom, Inc., 5325 W 115th Place, Leawood, Kansas 66211.

Contact: 888-446-8416 or via email at info@bloom.com.

This brochure supplement provides information about Kevin Conard that supplements the bloom, inc., brochure. Please contact Shannon Duncan at 888-446-8416 or via email at info@bloom.com if you would like to receive our brochure or if you have any questions about the contents of this supplement. Additional information about Kevin Conard is available on the SEC's website at www.adviserinfo.sec.gov.

Educational Background and Business Experience

Name: Kevin M. Conard

Year of Birth: 1974

Education: University of Kansas, B.S. in Business Administration, 1997

Professional Designations:

Chartered Retirement Planning CounselorSM (CRPC[®]) since May 2006.
Business Background (preceding five years):
The Retirement Planning Group, 2/2004 to Present: Financial Advisor, CEO.

Additional Information

Mr. Conard has no disciplinary information to disclose. Mr. Conard is also a Financial Advisor and CEO of The Retirement Planning Group, located in Overland Park, Kansas. There are no other compensation arrangements to disclose. Mr. Conard is subject to supervision through the Compliance program in place at bloom.

Advisor: Robert R. O'Blennis, J.D., CRPC[®]

Bloom, Inc., 5325 W 115th Place, Leawood, Kansas 66211.
Contact: 888-446-8416 or via email at info@bloom.com.

This brochure supplement provides information about Robert O'Blennis that supplements the bloom, inc., brochure. Please contact Shannon Duncan at 888-446-8416 or via email at info@bloom.com if you would like to receive our brochure or if you have any questions about the contents of this supplement. Additional information about Robert O'Blennis is available on the SEC's website at www.adviserinfo.sec.gov.

1. Educational Background and Business Experience

Name: Robert R. O'Blennis
Year of Birth: 1971
Education: Washington University School of Law, J.D., 2000
University of Kansas, B.S. in Journalism, 1994
Professional Designations:
Chartered Retirement Planning CounselorSM (CRPC[®]) since May 2006.
Missouri Bar Association, Active Member since 10/2000

Business Background (preceding five years):
The Retirement Planning Group, 1/2006 to Present
Financial Advisor and Chief Compliance Officer
The Law Office of Robert R. O'Blennis, LLC, 10/2006 to Present

Additional Information

Mr. O'Blennis has no disciplinary information to disclose. Mr. O'Blennis is also a Financial Advisor for The Retirement Planning Group, located in Overland Park, Kansas. There are no other compensation arrangements to disclose. Mr. O'Blennis is subject to supervision through the Compliance program in place at bloom.

Advisor: Andrew Thomas

Bloom, Inc., 5325 W 115th Place, Leawood, Kansas 66211.
Contact: 888-446-8416 or via email at info@bloom.com.

This brochure supplement provides information about Andrew Thomas that supplements the bloom, inc., brochure. Please contact Shannon Duncan at 888-446-8416 or via email at

info@bloom.com if you would like to receive our brochure or if you have any questions about the contents of this supplement. Additional information about Andrew Thomas is available on the SEC's website at www.adviserinfo.sec.gov.

1. Educational Background and Business Experience

Name: Andrew Thomas

Year of Birth: 1987

Education: Emporia State University, B.S. in Economics, 2010

Business Background (preceding five years):

Bloom, Inc., 10/2015 to Present: Business Development and Marketing Support

Smart 401K, 03/2013 to 5/2015: Investment Advisor Representative

Creative Planning, 07/2015 to 09/2015: Financial Planner

Additional Information

Mr. Thomas has no disciplinary information to disclose. There are no other compensation arrangements to disclose. Mr. Thomas is subject to supervision through the Compliance program in place at bloom.

Advisor: Jordan Nietzel

Bloom, Inc., 5325 W 115th Place, Leawood, Kansas 66211.

Contact: 888-446-8416 or via email at info@bloom.com.

This brochure supplement provides information about Jordan Nietzel that supplements the bloom, inc., brochure. Please contact Shannon Duncan at 888-446-8416 or via email at info@bloom.com if you would like to receive our brochure or if you have any questions about the contents of this supplement. Additional information about Jordan Nietzel is available on the SEC's website at www.adviserinfo.sec.gov.

1. Educational Background and Business Experience

Name: Jordan Nietzel

Year of Birth: 1988

Education: University of Missouri, B.S. in Business Administration, 2012

Business Background (preceding five years):

Bloom, Inc., 11/2016 to Present: Financial Advisor

DeMarche Associates, 7/2016 to 11/2016: Investment Research Administrator

American Century Investment Services, Inc., 6/2015 to 7/2016: Investment Representative

Veterans United Home Loans, 7/2011 to 5/2015: Loan Officer

Additional Information

Mr. Nietzel has no disciplinary information to disclose. There are no other compensation arrangements to disclose. Mr. Nietzel is subject to supervision through the Compliance program in place at bloom.

Advisor: Shannon M. Duncan

Bloom, Inc., 5325 W 115th Place, Leawood, Kansas 66211.

Contact: 888-446-8416 or via email at info@bloom.com.

This brochure supplement provides information about Shannon M. Duncan that supplements the bloom, inc., brochure. Please contact Shannon Duncan at 888-446-8416 or via email at info@bloom.com if you would like to receive our brochure or if you have any questions about the contents of this supplement. Additional information about Shannon M. Duncan is available on the SEC's website at www.adviserinfo.sec.gov.

1. Educational Background and Business Experience

Name: Shannon M. Duncan

Year of Birth: 1973

Education: University of Missouri, B.S. in Human Environmental Science, 1995

Business Background (preceding five years):

Bloom, Inc., 10/2015 to Present: Manager/CCO

JP Morgan / Empower, 5/2014 to 10/2015: Manager

DST Prime Plan Solutions, 4/2013 to 5/2014: Director

Smart401k, 11/2009 to 3/2013: Manager

Additional Information

Ms. Duncan has no disciplinary information to disclose. There are no other compensation arrangements to disclose. Ms. Duncan is subject to supervision through the Compliance program in place at bloom.