



**Financial Advisor**

**Peter R. Franz**

Beacon Financial  
Advisory LLC

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Cleveland, OH 44122  
Phone: (216) 910-1857

**Registered Investment Advisor**

Beacon Financial Advisory  
LLC

03/01/2018

This brochure provides you with information about your Financial Advisor, Peter Richard Franz, who is registered with Beacon Financial Advisory LLC. This brochure is a supplement to Form ADV 2A brochure more of which you should have already received.

Please contact Beacon Financial Advisory LLC at 216-910-1850, if you did not receive the Investment Advisory Disclosure Brochures for the above listed registered investment advisers or if you have any questions about the contents.

Additional information about your Financial Advisor is available via the U.S. Securities and Exchange Commission's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## **EDUCATIONAL BACKGROUND & BUSINESS EXPERIENCE**

Peter Richard Franz

Year of Birth: 1981

### **Education**

Wittenberg University, B.S., 2004

### **Business Experience**

Financial Advisor (IAR), Beacon Financial Advisory and Capital Analyst, August 2018 – Present  
Registered Representative, Northern Lights Distributors, January 2018 - July 2018

Investment Advisor Representative, Boyd Watterson Asset Mgmt, 2016 - July 2018

Financial Advisor and Registered Rep, Lincoln Investment Planners and Capital Analyst and Beacon Financial Advisory, 2013 - 2016

Financial Advisor and Registered Rep, Securities America, 2007 - 2013

### **Professional Licenses/Designations**

Mr. Franz holds and maintains the appropriate securities and insurance licenses and registrations required to engage in the offering of securities and insurance products.

In addition, Mr. Franz holds and maintains the following professional designation(s):

Chartered Financial Analyst (CFA)

Designation Status: Currently offered and recognized by the issuing organization

Issuing Organization: CFA Society

Prerequisites/Experience Required: Three years of full-time business experience within the five years preceding the awarding of the designation

Examination Type: Series of 3 exams, held annually

Continuing Education/Experience Requirements: none

Certified Financial Planner (CFP®)

Designation Status: Currently offered and recognized by the issuing organization

Issuing Organization: CFP

Prerequisites/Experience Required: Three years of full-time business experience within the five years preceding the awarding of the designation

Examination Type: Final proctored exam

Continuing Education/Experience Requirements: 30 CE credits every two years

### **DISCIPLINARY INFORMATION**

Mr. Franz has no material legal or disciplinary events to report.

## **OTHER BUSINESS ACTIVITIES**

Investment Adviser Representative - Mr. Franz is an investment Adviser representative with Capital Analyst Inc. and Beacon Financial Advisory

Independent Insurance Agent - Mr. Franz is licensed through an independent agency to solicit, offer and sell insurance products. Your advisor may be appointed with various insurance companies. Mr. Franz may receive separate, yet customary commission and other financial incentive compensation resulting from the purchases and sales of insurance products. You are under no obligation to purchase insurance products through Mr. Franz.

Non-Investment Related Activity

Nature of business: Peter R. Franz Co., LLC

Percentage of time: 10 - 25%

No client is under any obligation to purchase any non-investment related activities from Peter R. Franz. These companies are independent and not affiliated with the registered investment adviser.

## **ADDITIONAL COMPENSATION**

Your advisor's involvement in other business activities as described above defines additional activities for which your advisor could recommend other products or services to you. This creates a potential conflict of interest for your advisor to promote these products or services in addition to the advisory services.

The registered investment adviser holds your advisor to a Code of Ethics and a fiduciary duty to advisory clients. The registered investment adviser requires your advisor to place your interests above their own at all times and to avoid any recommendation that would not be in your best interest. It is each advisor's responsibility to understand and adhere to the requirements of the Code of Ethics, as well as applicable laws, regulations, and rules.

Perceived or actual conflicts of interest that may arise in relation to advisory services are governed by your advisor's professional and legal duties as a fiduciary, and by the registered investment adviser's policies and procedures designed to mitigate and disclose the existence of such conflicts.

Please refer to the Fees and Compensation section in the registered investment adviser's Investment Advisory Disclosure Brochure (Form ADV 2A ) which should have been provided to you by your Financial Advisor. The Fees and Compensation section describes in detail the potential other forms of compensation received by your advisor such as brokerage or insurance commissions, due diligence seminars, sales incentives, loans, or advances.

## **SUPERVISION**

Your advisor is assigned to a Designated Supervisor that is responsible for supervising your advisor's investment advisory activities.

Supervisor Name:

Deborah L. George

Chief Compliance Officer

Phone Number: 216-910-1850

The Designated Supervisor or his or her designee will periodically review the investment advisory activities, client communications, and your advisor's adherence to the registered investment adviser's Code of Ethics. In addition, the Designated Supervisor will monitor the advice being provided to ensure that your advisor is providing the services for which the advisor was engaged.