

This brochure supplement provides information about Brennon Sterling Bowen that supplements the The Professional Financial Company LLC brochure. You should have received a copy of that brochure. Please contact Brennon Sterling Bowen if you did not receive The Professional Financial Company LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about Brennon Sterling Bowen is also available on the SEC's website at www.adviserinfo.sec.gov.

The Professional Financial Company LLC

Form ADV Part 2B – Individual Disclosure Brochure

for

Brennon Sterling Bowen

Personal CRD Number: 6120072

Investment Adviser Representative

The Professional Financial Company LLC
801 S Pleasant Grove Blvd Suite 200
Pleasant Grove, UT 84062
(801) 701-7141
brennon@thepfc.com

UPDATED: 12/12/2018

Item 2: Educational Background and Business Experience

Name: Brennon Sterling Bowen

Born: 1986

Educational Background and Professional Designations:

Education:

Bachelor's of Science Personal Financial Planning, Utah Valley University - 2014

Bachelor's of Science Accounting, Utah Valley University - 2014

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.

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 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.

Business Background:

12/2018 - Present	Investment Adviser Representative The Professional Financial Company LLC
12/2018 - Present	Vice President The Professional Financial Company
01/2017 - 11/2018	Senior Associate Arista Wealth Management
07/2014 - 12/2016	Senior Associate Andina Capital Management LLC
09/2012 - 07/2014	Premium Relationship Associate Fidelity Investments
05/2012 - 08/2012	Intern Veritude
04/2008 - 05/2012	Accountant Emergency Essentials
04/2011 - 08/2011	International Tax Intern NuSkin
09/2007 - 12/2008	Assistant Librarian Utah Valley University

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

Brennon Sterling Bowen owns and operate a rental property.

Item 5: Additional Compensation

Brennon Sterling Bowen does not receive any economic benefit from any person, company, or organization, other than The Professional Financial Company LLC in exchange for providing clients advisory services through The Professional Financial Company LLC.

Item 6: Supervision

As a representative of The Professional Financial Company LLC, Brennon Sterling Bowen is supervised by William Bruce Miller, the firm's Chief Compliance Officer. William Bruce Miller is responsible for ensuring that Brennon Sterling Bowen adheres to all required regulations regarding the activities of an Investment Adviser Representative, as well as all policies and procedures outlined in the firm's Code of Ethics and compliance manual. The phone number for William Bruce Miller is (801) 701-7141.

Item 7: Requirements For State Registered Advisers

This disclosure is required by state securities authorities and is provided for your use in evaluating this investment advisor representative's suitability.

A. Brennon Sterling Bowen has NOT been involved in any of the events listed below.

1. An award or otherwise being found liable in an arbitration claim alleging damages in excess of \$2,500, involving any of the following:
 - a) an investment or an investment-related business or activity;
 - b) fraud, false statement(s), or omissions;
 - c) theft, embezzlement, or other wrongful taking of property;
 - d) bribery, forgery, counterfeiting, or extortion; or
 - e) dishonest, unfair, or unethical practices.
2. An award or otherwise being found liable in a civil, self-regulatory organization, or administrative proceeding involving any of the following:
 - a) an investment or an investment-related business or activity;
 - b) fraud, false statement(s), or omissions;
 - c) theft, embezzlement, or other wrongful taking of property;
 - d) bribery, forgery, counterfeiting, or extortion; or
 - e) dishonest, unfair, or unethical practices.

B. Brennon Sterling Bowen has NOT been the subject of a bankruptcy.