



319a Southbridge Street, Auburn, Massachusetts 01501

Telephone: 508-754-3226

Fax: 508-754-4908

Website: [www.boydstrategy.com](http://www.boydstrategy.com)

## **Investment Advisory Brochure and Supplements**

**CRD# 107505**

**ADV Part 2A and 2B**

**March 19, 2024**

*This brochure provides information about the qualifications and business practices of Boyd Financial Strategies, Inc. If you have any questions about the contents of this brochure, please contact us at 508-754-3226 or email us at [jboyd@boydstrategy.com](mailto:jboyd@boydstrategy.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 Boyd Financial Strategies, Inc. is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).*

*Note that "registration" or being a "Registered Investment Adviser" does not imply any particular level of skill or training. Please refer to Part 2 B of this brochure for the education and background of those individuals providing investment advice to Clients.*

**Item 2**

**Material Changes since Brochure dated March 29, 2023**

There have been no material changes made to this Disclosure Brochure since the last filing and distribution to Clients.

### **Item 3**

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#### **Item 4 - Advisory Business**

Rosemarie Boyd founded “Boyd Financial Strategies” (BFS) as a sole proprietorship in 1983 and was joined by her husband, John Boyd, in 1985. They were organized later as a partnership and then a corporation, all in the Commonwealth of Massachusetts. In addition to “Boyd Financial Strategies” they have done business under the name “Strategic Investment Advisers, Inc.” and have also used names “BoydTalk” and “Your Financial Compass” on websites, blogs, and the radio. Peter Boyd joined the firm in 2008 and, In 2022, became senior financial planner, bond portfolio manager and chief operations officer. Rosemarie Boyd retired from daily activities with the firm in August 2022, but retains an ownership interest in the firm and continues to help young individuals and couples on a pro-bono basis.

We have always provided Financial Planning Advice and Investment Advice to individuals, (herein referred to as “Client”). We do have a few 401k plans and business associations as Clients, but our primary focus is working with families and individuals with \$500,000 to \$20,000,000 in assets.

Our investment strategies primarily use mutual funds, stocks, bonds, CDs, and fixed rate deferred annuities. Our wealth management process uses fundamental, technical and charting techniques in the selection and supervision of investment holdings.

We require that each Client develop a “Financial Plan” or “Investment Plan” through our firm before we make specific investment recommendations or assume investment management functions. We tailor the “Investment Mix” to each Client’s specific needs using strategies and models defined and developed by our firm. We also provide analysis and supervision of securities outside of our defined strategies and models where it is needed by the Client’s circumstances. The Client may restrict specific securities from supervision by our firm, or require us to contact them and confirm a proposed transaction for a specific security.

We use Charles Schwab and Company as our primary recommended custodian, but we may work with other custodians if it is in the best interest of the Client (e.g., 401k at Fidelity, nonstandard assets held at a specialized custodian).

As of December 31, 2023, we had \$109,496,837 in assets under management, \$108,957,315 of which is managed on a discretionary basis and \$539,522 on a non-discretionary basis.

Other Client assets are incorporated into the Client investment plan and may be noted in agreements as unsupervised assets, so it is clear where our responsibilities begin and end.

More detail follows in the sections below.

#### **Item 5 – Fees and Compensation**

The following paragraphs detail the fee structure and compensation methodology for our services. Each Client engaging us for services described herein shall be required to a written agreement with our firm.

**A. Fees for Advisory Services**Wealth Management Services

Wealth Management fees are paid quarterly, arrears of each calendar quarter, pursuant to the terms of the Wealth Management agreement. Wealth Management fees are based on the market value of assets under management at the end of the prior calendar quarter. Wealth Management fees are based on the following schedule:

<b>Assets Under Management (\$)</b>	<b>Annual Rate (%)</b>
First \$125,000	1.00%
Next \$250,000	0.90%
Next \$500,000	0.80%
Next \$1,000,000	0.70%
Next \$2,000,000	0.60%
Next \$4,000,000	0.50%

The wealth management fee in the first quarter of service is prorated from the inception date of the account[s] to the end of the first quarter. Fees may be negotiable at the sole discretion of our firm. Hourly fees may be partially waived for Clients who are paying an ongoing wealth management fee greater than \$300 per quarter and the annual review does not exceed 2 hours of billable time. The Client's fees will take into consideration the aggregate assets under management with our firm. All securities held in accounts managed by our firm will be independently valued by the Custodian. Our firm will conduct periodic reviews of the Custodian's valuation to ensure accurate billing.

Our firm's fee is exclusive of, and in addition to any applicable securities transaction and custody fees, and other related costs and expenses described in Item 5.C below, which may be incurred by the Client. However, our firm shall not receive any portion of these commissions, fees, and costs.

Our firm may offer advisory services at an hourly rate ranging up to \$150 per hour. Fees may be negotiable based on the nature and complexity of the services to be provided and the overall relationship with our firm. An estimate for total hours and overall costs will be provided to the Client prior to engaging for these services.

## **B. Fee Billing**

### Wealth Management Services

Wealth management fees are calculated by our firm or its delegate and deducted from the Client's account[s] at the Custodian. The amount due is calculated by applying the quarterly rate (annual rate divided by [4]) to the total assets under management with our firm at the end of the previous quarter. Clients will be provided with a statement, at least quarterly, from the Custodian reflecting deduction of the wealth management fee. Clients provide written authorization permitting advisory fees to be deducted by our firm to be paid directly from their account[s] held by the Custodian as part of the investment advisory agreement and separate account forms provided by the Custodian.

## **C. Other Fees and Expenses**

Clients may incur certain fees or charges imposed by third parties, other than our firm, in connection with investments made on behalf of the Client's account[s]. The Client is responsible for all custody and securities execution fees charged by the Custodian, as applicable. Our firm's recommended Custodian does not charge securities transaction fees for ETF and equity trades in a Client's account, provided that the account meets the terms and conditions of the Custodian's brokerage requirements. However, the Custodian typically charges for bond purchases and certain fee based mutual funds. The fees charged by our firm are separate and distinct from these custody and execution fees.

In addition, all fees paid to our firm for investment advisory services are separate and distinct from the expenses charged by mutual funds and ETFs to their shareholders, if applicable. These fees and expenses are described in each fund's prospectus. These fees and expenses will generally be used to pay management fees for the funds, other fund expenses, account administration (e.g., custody, brokerage and account reporting), and a possible distribution fee. A Client may be able to invest in these products directly, without the services of our firm, but would not receive the services provided by our firm which are designed, among other things, to assist the Client in determining which products or services are most appropriate for each Client's financial situation and objectives. Accordingly, the Client should review both the fees charged by the fund[s] and the fees charged by our firm to fully understand the total fees to be paid. Please refer to Item 12 – Brokerage Practices for additional information.

## **D. Advance Payment of Fees and Termination**

### Wealth Management Services

Our firm may be compensated for its wealth management services as they are rendered. Either party may terminate the investment advisory agreement, at any time, by providing advance written notice to the other party. The Client may also terminate the investment advisory agreement within five (5) business days of signing the our firm's agreement at no cost to the Client. After the five-day period, the Client will incur charges for bona fide advisory services rendered to the point of termination and such fees will be due and payable by the Client. The Client's investment advisory agreement with the Advisor is non-transferable without the Client's prior consent.

## **E. Compensation for Sales of Securities**

Our firm does not buy or sell securities to earn commissions and does not receive any compensation for securities transactions in any Client account, other than the investment advisory fees noted above.

Certain Advisory Persons are also licensed as independent insurance professionals. As an independent insurance professional, an Advisory Person may earn commission-based compensation for selling insurance products, including insurance products they sell to Clients. Insurance commissions earned by the Advisory Person is separate and in addition to advisory fees. This practice presents a conflict of interest because the Advisory Person providing investment advice on behalf of our firm who is also an insurance agent has an incentive to recommend insurance products to Client's for the purpose of generating commissions rather than solely based on Client needs. However, Clients are under no obligation, contractually or otherwise, to purchase insurance products through any Advisory Person affiliated with our firm. Please see Item 10 – Other Financial Industry Activities and Affiliations.

### **Item 6 - Performance Based Fees and Side by Side Management**

Our firm does not charge performance-based fees for its investment advisory services. The fees charged by our firm are as described in Item 5 above and are not based upon the capital appreciation of the funds or securities held by any Client.

Our firm does not manage any proprietary investment funds or limited partnerships (for example, a mutual fund or a hedge fund) and has no financial incentive to recommend any particular investment options to its Clients.

### **Item 7 - Types of Clients**

Most of our Clients are individuals or couples or their related trusts. We may have a small number of pension plans, non-profit or business Clients to whom we provide services.

### **Item 8 - Methods of Analysis, Sources of Information and Investment Strategies**

**General** - Our investment plan design employs a top down approach starting with a determination of the appropriate amounts of cash reserves, equity allocation and fixed income allocations. A simplified model of short term risk and long term return is used for this discussion with the Client.

Each of these asset classes is considered separately. For example, the cash reserves portion may be held with other investments in a money market fund, or separately in an insured bank deposit.

In the case of the equity and fixed income allocations, an attempt is made to take into account the strengths and weaknesses of various accounts or vehicles available to the Client. For example, a 403b might offer a higher yield fixed account, and a 401k might have a limited selection of mutual fund choices. Our management services are then integrated when they may add value through the expectation of improving performance or reducing risk for the total Client investment portfolio.

We employ diversification techniques to reduce risk including position size, asset class, sector, and investment time frame.

We rely on various sources of information including, Charles Schwab and Company research and charting, Morningstar (mutual funds and stocks), publications of George Dagnino, PhD (economist), mutual fund wholesalers, input from Executing Brokers (bonds), and the financial media generally.

**Specific to BFS** – We provide investment management services designed to reach a targeted financial goal with a relatively lower risk than a buy and hold index strategy. This is based upon matching an investment plan to the return needed to obtain a targeted total return based upon financial planning estimates of need.

This means that it is unlikely that we will significantly beat market indexes over longer period of times, but that is more likely that the monthly volatility will be lower than the same index (Beta).

We recommend diversification of risk by employing more than one investment methodologies. For example, for equity investments we may have a portion in a longer-term allocation strategy and a portion in a shorter-term tactical allocation strategy. For fixed income investments, a portion may be in fixed rate annuities and another portion in individual bonds.

We use a wide range of investment or depository products (bank and insurance) in the design of an investment plan. This may include open end mutual funds, individual government, corporate or municipal bonds, individual exchange listed stocks or other securities (REITs, ETFs, etc.), variable annuities (non-commissionable only), fixed rate annuities, insured bank certificates of deposit, and commercial paper.

Our Discretionary Investment Management Accounts are predominately invested in no transaction fee, no load mutual funds, individual stocks, individual bonds and money market funds held in individually registered accounts at **Charles Schwab & Company**, other broker-dealers or held by the Client's retirement plan custodian (401k, 403b, etc.).

Covered Call Option Writing may be employed with individual common stock or ETF positions. Margin accounts are only employed to ensure liquidity and emergency Client access to funds, and are not intended to create long term investment leverage.

***Risks - Investing in securities involves risk of loss that Clients should be prepared to bear.***

Since all investment decisions, or even the avoidance of decisions, involve financial risk, this disclosure is necessarily limited to highlighting risks that may come into play due to our particular investment advice or investment methods. It is not intended to be comprehensive. For further discussion of investment risk the reader is referred to the Investor Education page of the Secretary of the Commonwealth of Massachusetts (<https://www.sec.state.ma.us/sct/sctinvestoreduc.htm>).

First, we cannot, and we do not, provide any guarantees regarding investment results. Only criminals and charlatans give absolute guarantees, as has proven repeatedly throughout history.



Our services are intended to help our Clients achieve their financial goals, and recognize, monitor and control the potential financial risks based upon our understanding of the past. We cannot predict the future, nor do we have any special access to information regarding what future risks may develop. Our services are intended only to attempt to mediate risk by employing investment management strategies that have, in the past, proven to reduce loss.

Our strategies tend to be conservative. This means that we may sacrifice obtaining the maximum return to avoid a potential loss. Stated differently, we attempt to get a Client to their financial goal with the least volatility and the highest probability of success. It is therefore unlikely that our methods will result in higher than market average returns over the long run.

#### **Item 9 - Disciplinary Information**

The firm or its employees have not been subject to any disciplinary actions.

#### **Item 10 - Other Financial Industry Activities and Affiliations**

##### Insurance Agency Affiliations

As noted in Item 5, certain Advisory Persons are also licensed insurance professionals. Implementations of insurance recommendations are separate and apart from their role with our firm. As an insurance professional, an Advisory Person will receive customary commissions and other related revenues from the various insurance companies whose products are sold. The Advisory Person is not required to offer the products of any particular insurance company. Commissions generated by insurance sales do not offset regular advisory fees. This may cause a conflict of interest in recommending certain products of the insurance companies. Clients are under no obligation to implement any recommendations made by our firm or our Advisory Persons.

#### **Item 11 – Code of Ethics, Participation in *Client* Transactions and Personal Trading**

We have adopted the current Code of Ethics and Professional Responsibility of the Certified Financial Planner Board of Standards, which is available at the following website:

<http://www.cfp.net/>

We invest in the same strategies and securities as those we recommend to our Clients. We do not have a direct material financial interest in these securities. Transactions are performed in such a manner to put the interests of the Client first.

#### ***Conflicts of Interest***

We have designed our advisory practice to minimize the conflicts of interest that naturally occur in any professional relationship. We operate as an independent investment adviser without any affiliation with a Securities Broker – Dealer. This increases the level of duty to that of a fiduciary, always putting our Client's interest before our own (in contrast to the less stringent "suitability" standard to which brokers-dealers representatives have historically been held).

In spite of this, there are a number of conflicts that can exist when acting as Financial Planners or Investment Advisers:

1. We may recommend our own management services when less expensive services may be available elsewhere.
2. While total compensation may be about the same, commissions for fixed rate annuities are paid at policy issue while managed bond plans are paid over time.
3. Investment choices may be limited by our selection of Charles Schwab and Company as our primary custodian.
4. Commissions and fees charged by Charles Schwab and Company or other broker-dealers that we use, may not be the lowest available.
5. Bond Prices paid to an executing broker through Charles Schwab or as part of a Prime Broker or Trade Away transaction may not be the best available.
6. Our selection of Charles Schwab and Company as our primary custodian is based upon our overall perception of the support and services provided to our firm and our Clients. Our firm and individuals in our firm may receive various non- monetary services (e.g. research, data downloads, trading software) from Schwab as detailed in Item 12 – Brokerage Practices.

## **Item 12 – Brokerage Practices**

### ***How We Select Brokers/Custodians***

Custodial brokers are selected based upon a combination of factors, where in our judgment the Client receives the best value of any fees or commissions paid. Because of the size of our total assets under management there are a limited number of firms available and we obtain the greatest benefit for our Clients by concentrating assets in one primary firm. That the present time we use **Charles Schwab & Company** for most of our custodial needs. We also are currently using Various Trust Companies, and Fidelity Investments for specific accounts that are required or better served by this custodian.

Executing brokers may be different than the custodial broker. Where a “Trade Away” or “Prime Broker” relationship is established, we may use another broker for purchase or sale of bonds or large stock positions where this provides a better execution or net price for the Client. We are currently using **JW Korth** for many of our bond transactions.

We have no material financial interest in these brokers. We may, however, obtain research from these firms, and are provided access to download data services related to transactions placed through these firms. Under current regulations these may be considered a form of “soft dollar” compensation. We do, therefore, receive “Soft Dollar” benefits from these firms. See ***Disclosure of Specific Benefits Obtained from Charles Schwab and Company and other brokers*** below for details.

We do not receive commissions or fees from these brokerage firms.

We do not receive Client referrals in exchange for selecting or recommending broker-dealers.

### ***Directed Brokerage***

We routinely recommend the use of a particular broker-dealer. If the Client directs us to use an alternate custodian they may not receive as timely an execution of trades, as low a cost, or other account services as they otherwise would.

### ***Aggregating Orders***

We frequently aggregate buy or sell orders for bonds and individual stocks or ETFs to obtain the best price and execution, equally, for all Clients with the particular security. Thinly traded securities may be purchased for each account where aggregation could affect the price obtained.

### ***Disclosure of Specific Benefits Obtained from Charles Schwab and Company and other brokers.***

#### **Products and Services Available to Us from Schwab**

Schwab Advisor Services™ (formerly called Schwab Institutional®) is Schwab's business serving independent investment advisory firms like us. They provide us and our Clients with access to its institutional brokerage—trading, custody, reporting, and related services—many of which are not typically available to Schwab retail customers. Schwab also makes available various support services. Some of those services help us manage or administer our Clients' accounts, while others help us manage and grow our business. Schwab's support services generally are available on an unsolicited basis (we don't have to request them) and at no charge to us as long as our Clients collectively maintain a total of at least \$10 million of their assets in accounts at Schwab. If our Clients collectively have less than \$10 million in assets at Schwab, Schwab may charge us quarterly service fees of \$1,200. *We currently have in excess of \$90 million in assets at Schwab.* The following is a more detailed description of Schwab's support services:

**Services That Benefit You.** Schwab's institutional brokerage services include access to a broad range of investment products, execution of securities transactions, and custody of Client assets. The investment products available through Schwab include some to which we might not otherwise have access or that would require a significantly higher minimum initial investment by our Clients. Schwab's services described in this paragraph generally benefit you and your account.

**Services That May Not Directly Benefit You.** Schwab also makes available to us other products and services that benefit us but may not directly benefit you or your account. These products and services assist us in managing and administering our Clients' accounts. They include investment research, both Schwab's own and that of third parties. We may use this research to service all or a substantial number of our Clients' accounts, including accounts not maintained at Schwab. In addition to investment research, Schwab also makes available software and other technology that:

- Provide access to Client account data (such as duplicate trade confirmations and account statements)
- Facilitate trade execution and allocate aggregated trade orders for multiple Client accounts
- Provide pricing and other market data

- Facilitate payment of our fees from our Clients' accounts
- Assist with back-office functions, recordkeeping, and Client reporting

**Services That Generally Benefit Only Us.** Schwab also offers other services intended to help us manage and further develop our business enterprise. These services include:

- Educational conferences and events
- Consulting on technology, compliance, legal, and business needs
- Publications and conferences on practice management and business succession
- Access to employee benefits providers, human capital consultants, and insurance providers

Schwab may provide some of these services itself. In other cases, it will arrange for third-party vendors to provide the services to us. Schwab may also discount or waive its fees for some of these services or pay all or a part of a third party's fees. Schwab may also provide us with other benefits, such as occasional business entertainment of our personnel.

#### **Our Interest in Schwab's Services**

The availability of these services from Schwab benefits us because we do not have to produce or purchase them. We don't have to pay for Schwab's services so long as our Clients collectively keep a total of at least \$10 million of their assets in accounts at Schwab. [Beyond that, these services are not contingent upon us committing any specific amount of business to Schwab in trading commissions or assets in custody.] The \$10 million minimum may give us an incentive to [recommend/request/require] that you maintain your account with Schwab, based on our interest in receiving Schwab's services that benefit our business rather than based on your interest in receiving the best value in custody services and the most favorable execution of your transactions. This is a potential conflict of interest. We believe, however, that our selection of Schwab as custodian and broker is in the best interests of our Clients. Our selection is primarily supported by the scope, quality, and price of Schwab's services (see Item 12 – Brokerage Practices "*How We Select Brokers/Custodians*") and not Schwab's services that benefit only us.

#### **Item 13 - Review of Accounts**

The frequency of account and investment plan review is driven by the Client; however there is a general recommendation that the Client meet with the adviser at least annually to review performance and any necessary changes to the investment plan. If the Client does not communicate with the adviser regularly enough to allow the adviser to keep in touch with the Client's financial and personal situation, the adviser will be forced to terminate the advisory relationship.

The investment advisory agreement will indicate the frequency of account review and indicate all the known accounts that are not under management or supervision. These unmanaged accounts are designated Courtesy Account Plans (CAP) and are the sole responsibility of the Client to request an account review. We suggest an annual minimum frequency of review for all the Client's asset accounts.

All reviews are performed by a Certified Financial Planner Practitioner or Chartered Financial Consultant responsible for the particular plan and Client relationship.

Investment Models used in Client accounts are reviewed for performance and needed changes weekly by our investment committee consisting of John and Peter Boyd. Withdrawals and Deposits to account along with cash positions are reviewed at least monthly. Charts of securities held are reviewed weekly by the investment committee. Corporate actions on bonds and other securities are monitored as they occur by notice from the custodian and trading staff. All of these activities may act as a trigger to review a particular account.

Reports to Clients consist of the following:

Monthly statements of assets and transactions from the custodial Broker-Dealer  
Reports from our firm at the Client Review Meeting or when otherwise requested:

- A summary of performance and current overall asset allocation since the last review.
- Detailed standardized performance and asset reports.
- Specialized summaries or performance reports when requested by the Client.

#### **Item 14 - Client Referrals and Other Compensation**

We do not pay any compensation to anyone outside of our firm for referrals, or receive any referrals in exchange for directing investments to any particular broker-dealer or investment company.

We do not receive any compensation from Broker-dealers or Banks.

We do receive commissions, bonuses and other forms of compensation from Insurance Companies and Insurance Brokers.

We may accept training, travel and entertainment benefits from any financial entity within industry ethics guidelines.

#### **Item 15 - Custody**

As a general rule, we do not have legal custody of any Client assets with the following exception:

We generally have the ability to withdraw our previously agreed to management fees directly from Client accounts, and fees are withdrawn only after providing our services (in-arrears).

#### **Item 16 – Investment Discretion**

We do generally have investment discretion on Client accounts. The Client must usually authorize this in writing, with a limited power of attorney with the custodian, and always as part of our investment management agreement with the Client. In the event of a specialized account without a custodial limited power (e.g. 401k Plan), the Client may need to provide information to us on the investments and assist us in making any recommended changes.

Clients may limit or terminate this authority at the security or account level at any time. Typically this would be done for restricted stock holdings held with other managed investments in the Client account.

#### **Item 17 – Voting Client Securities**

We generally do not have authority to vote on Client securities (common stock and mutual fund accounts); however, we will request this power be granted to us by the Client for accounts containing bonds that we manage, so that corporate actions may be taken consistent with the investment strategy. All other voting matters relating to the security are referred back to the Client, and the Client receives a copy of all voting matters directly from the custodian.

In the case of an account where the Client retains voting authority, we request copies of the voting matters and offer to assist the Client in exercising their voting rights.

#### **Item 18 – Financial Information**

We do have discretionary trading authority over most accounts, however, we do not act as trustee on any account that we manage. There is no financial condition of our firm or its principals, that we believe would impair our ability to meet contractual commitments to our Clients.

SUPPLEMENT 2B – Peter A Boyd, ChFC

**Peter A. Boyd, ChFC®**

**Boyd Financial Strategies, Inc.  
319a Southbridge Street, Auburn, MA 01501**

**508-754-3226**

This brochure supplement provides information about Peter A Boyd that supplements the Boyd Financial Strategies, Inc. brochure. You should have received a copy of that brochure. Please contact John R. Boyd, Chief Compliance Officer, (508-754-3226, [jboyd@boydstrategy.com](mailto:jboyd@boydstrategy.com)), if you did not receive Boyd Financial Strategies, Inc.'s brochure or if you have questions about the contents of this supplement or the brochure.

*Additional information about Peter A Boyd is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).*

**Item 2 - Educational and Business Background**

**Year of Birth: 1974**

**Educational Background:**

School: (Name, City and State)	Years Attended	Year Graduated	For College and above	
			Diploma	Major
Holy Name CCHS, Worcester, MA	4	1992	HS Diploma	College prep
Becker College, Worcester, MA	6	2013	BA	Business
American College of Financial Services, King of Prussia, PA	2	2021	Chartered Financial Consultant (ChFC)	

**Business Background:**

Name of Firm and Address	Kind of Business	Exact Nature of Connection or Employment	Beginning Date		Ending Date	
			Month	Year	Month	Year
Boyd Financial Strategies, Inc.  319a Southbridge Street Auburn, MA 01501	Financial Planning and Investment Management	Financial Planning, Investment Advice and Operations Management	1	2022	present	

Boyd Financial Strategies, Inc 255 Park Ave Suite 1000, Worcester, MA 01609	Financial Planning and Investment Management	Operations Management, Financial Planning Assistant	9	2008	12	2021
Worcester County Jail and House of Correction  Paul X. Tivnan West Boylston, MA 01583	County Jail	Corrections Officer	6	1998	9	2008
Student and Various Part Time Employment			5	1992	5	1998

### Minimum Qualifications for CFP® and ChFC® Certification

Most people think that all financial planners are "certified," but this isn't true. Anyone can call himself or herself a "financial planner." Only those who have fulfilled the certification and renewal requirements of the CFP® and the ChFC® designation can display the certification marks. When selecting a financial planner, you need to feel confident that the person you choose to help you plan for your future is competent and ethical. The CFP® and ChFC® certifications, which are considered equivalent, provide that sense of security by allowing only those who meet the following requirements the right to use the ChFC® or CFP® certification marks. More information can be found at [www.theamericancollege.edu/designations-degrees/ChFC](http://www.theamericancollege.edu/designations-degrees/ChFC) and [www.cfp.net](http://www.cfp.net).

**Education:** These professionals must develop their theoretical and practical financial planning knowledge by completing a comprehensive course of study at a college or university offering a financial planning curriculum approved by the respective boards.

**Examination:** These practitioners must pass a comprehensive Certification Examination that tests their ability to apply financial planning knowledge in an integrated format. Based on regular research of what planners do, the exam covers the financial planning process, tax planning, employee benefits and retirement planning, estate planning, investment management and insurance.

**Experience:** These professionals must have three years minimum experience in the financial planning process prior to earning the right to use the certification marks. As a result, these practitioners possess financial counseling skills in addition to financial planning knowledge.

**Ethics:** As a final step to certification, CFP® practitioners agree to abide by a strict code of professional conduct, which sets forth their ethical responsibilities to the public, Clients, and employers.

### Item 3 – Disciplinary Information

*There are no legal, civil or disciplinary events to disclose regarding Mr. Boyd.* Mr. Boyd has never been involved in any regulatory, civil or criminal action. There have been no client complaints, lawsuits, arbitration claims or administrative proceedings against Mr. Boyd.



Securities laws require an advisor to disclose any instances where our firm or its advisory persons have been found liable in a legal, regulatory, civil or arbitration matter that alleges violation of securities and other statutes; fraud; false statements or omissions; theft, embezzlement or wrongful taking of property; bribery, forgery, counterfeiting, or extortion; and/or dishonest, unfair or unethical practices. *As previously noted, there are no legal, civil or disciplinary events to disclose regarding Mr. Boyd.*

However, we do encourage you to independently view the background of Mr. Boyd on the Investment Adviser Public Disclosure website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) by searching with his full name or his Individual CRD# 5647772

#### **Item 4 – Other Business Activities**

Peter Boyd is also a licensed insurance professional. Implementations of insurance recommendations are separate and apart from Mr. Boyd's role with our firm. As an insurance professional, Mr. Boyd will receive customary commissions and other related revenues from the various insurance companies whose products are sold. Mr. Boyd is not required to offer the products of any particular insurance company. Commissions generated by insurance sales do not offset regular advisory fees. This practice presents a conflict of interest in recommending certain products of the insurance companies. Clients are under no obligation to implement any recommendations made by Mr. Boyd or our firm. Mr. Boyd spends approximately 10% of his time per month in this capacity.

#### **Item 5 – Additional Compensation**

Peter A. Boyd, has additional business activities where compensation is received that are detailed in Item 4 above.

#### **Item 6 – Supervision**

Supervision is accomplished through the structured participation of Rosemarie A Boyd, John R Boyd, and Peter A. Boyd on each Client financial or investment plan in the regular course of business. Concerns or suggestions are regularly brought to the attention of the other person. In addition, there is open sharing of any Client concerns or issues relative to services provided by BFS in a regularly scheduled office meeting by all staff.

SUPPLEMENT 2B – John R Boyd, CFP®

**John R Boyd, CFP®**

**Boyd Financial Strategies, Inc.  
319a Southbridge Street, Auburn, MA 01501  
508-754-3226**

This brochure supplement provides information about John R. Boyd that supplements the Boyd Financial Strategies, Inc. brochure. You should have received a copy of that brochure. Please contact John R. Boyd, Chief Compliance Officer, (508-754-3226, [jboyd@boydstrategy.com](mailto:jboyd@boydstrategy.com)), if you did not receive Boyd Financial Strategies, Inc.'s brochure or if you have questions about the contents of this supplement or the brochure.

*Additional information about John R. Boyd is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).*

**Item 2 - Educational and Business Background**

**Year of Birth: 1947**

**Educational Background:**

School: (Name, City and State)	Years Attended	Year Graduated	For College and above	
			Diploma	Major
Acton-Boxboro Regional High School, Acton, MA	2	1965	HS Diploma	College prep
Worcester Polytechnic Institute, Worcester, MA	6	1973	BS	Electrical Eng.
			MS	Biomedical Eng.
College of Financial Planning, Denver CO	2	1988	CFP	

**Business Background:**

Name of Firm and Address	Kind of Business	Exact Nature of Connection or Employment	Beginning Date		Ending Date	
			Month	Year	Month	Year
Boyd Financial Strategies, Inc. 319a Southbridge Street, Auburn, MA 01501	Financial Planning and Investment Management	Investment Adviser, Treasurer and CCO	1	2005	present	
Strategic Investment Advisers, Inc. 228 Park Ave, Worcester, MA 01609	Investment Counseling	Investment Adviser, President	12	1995	12	2004
Boyd Financial Strategies 228 Park Ave, Worcester, MA 01609	Financial Planning	Financial Planner and Investment Manager	3	1985	7	1997
Commonwealth Equity Services, Inc. 27 Sawyer Road, Waltham, MA 02154	Broker Dealer	Registered Representative	5	1983	9	1985
ManEquity Denver, CO	Broker Dealer	Registered Representative	2	1983	3	1985
Boyd Financial Strategies 228 Park Avenue, Worcester, MA 01609	Financial Planning	Associate Financial Planner (part time)	2	1983	3	1985
Hewlett Packard Company 175 Wyman Street, Waltham, MA	Medical Electronics	Product Manager	12	1978	3	1985
St. Vincent Hospital 25 Winthrop Street, Worcester, MA	Hospital	Sr. Biomedical Engineer	7	1972	12	1978

**Minimum Qualifications for CFP® and ChFC® Certification**

Most people think that all financial planners are "certified," but this isn't true. Anyone can call himself or herself a "financial planner." Only those who have fulfilled the certification and renewal requirements of the CFP® and the ChFC® designation can display the certification marks. When selecting a financial planner, you need to feel confident that the person you choose to help you plan for your future is competent and ethical. The CFP® and ChFC® certifications, which are considered equivalent, provide that sense of security by allowing only those who meet the following requirements the right to use the

ChFC® or CFP® certification marks. More information can be found at [www.theamericancollege.edu/designations-degrees/ChFC](http://www.theamericancollege.edu/designations-degrees/ChFC) and [www.cfp.net](http://www.cfp.net).

**Education:** These professionals must develop their theoretical and practical financial planning knowledge by completing a comprehensive course of study at a college or university offering a financial planning curriculum approved by the respective boards.

**Examination:** These practitioners must pass a comprehensive Certification Examination that tests their ability to apply financial planning knowledge in an integrated format. Based on regular research of what planners do, the exam covers the financial planning process, tax planning, employee benefits and retirement planning, estate planning, investment management and insurance.

**Experience:** These professionals must have three years minimum experience in the financial planning process prior to earning the right to use the certification marks. As a result, these practitioners possess financial counseling skills in addition to financial planning knowledge.

**Ethics:** As a final step to certification, CFP® practitioners agree to abide by a strict code of professional conduct, which sets forth their ethical responsibilities to the public, Clients, and employers.

### **Item 3 –Disciplinary Information**

*There are no legal, civil or disciplinary events to disclose regarding Mr. Boyd. Mr. Boyd has never been involved in any regulatory, civil or criminal action. There have been no client complaints, lawsuits, arbitration claims or administrative proceedings against Mr. Boyd.*

Securities laws require an advisor to disclose any instances where our firm or its advisory persons have been found liable in a legal, regulatory, civil or arbitration matter that alleges violation of securities and other statutes; fraud; false statements or omissions; theft, embezzlement or wrongful taking of property; bribery, forgery, counterfeiting, or extortion; and/or dishonest, unfair or unethical practices. *As previously noted, there are no legal, civil or disciplinary events to disclose regarding Mr. Boyd.*

However, we do encourage you to independently view the background of Mr. Boyd on the Investment Adviser Public Disclosure website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) by searching with his full name or his Individual CRD# **1361880**

### **Item 4 – Other Business Activities**

John R Boyd is dedicated to the investment advisory activities of BFS' Clients. Mr. Boyd does not have any other business activities.

**Item 5 – Additional Compensation**

John R Boyd is dedicated to the investment advisory activities of BFS' Clients. Mr. Boyd does not receive any additional compensations.

**Item 6 – Supervision**

Supervision is accomplished through the structured participation of Rosemarie A Boyd, John R Boyd and Peter A Boyd on each Client financial or investment plan in the regular course of business. Concerns or suggestions are regularly brought to the attention of the other person. In addition, there is open sharing of any Client concerns or issues relative to services provided by BFS in a regularly scheduled office meeting by all staff.