

Form ADV Part 2B – Brochure Supplement

for

Craig R. Townsend, CFP®, ChFC®, CLU®, LUTCF
Senior Advisor

Synergy Wealth Alliance
215 North Westmonte Drive, Altamonte Springs, FL, 32714
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Effective: March 22, 2024

This Form ADV 2B (“Brochure Supplement”) provides information about the background and qualifications of Craig R. Townsend (CRD# 2238938) in addition to the information contained in the Synergy Investment Management, LLC (“Synergy” or the “Advisor”, CRD# 305961) Disclosure Brochure. If you have not received a copy of the Disclosure Brochure or if you have any questions about the contents of the Synergy Disclosure Brochure or this Brochure Supplement, please contact us at (321) 203-4458.

Additional information about Mr. Townsend is available on the SEC’s Investment Adviser Public Disclosure website at www.adviserinfo.sec.gov by searching with his full name or his Individual CRD# 2238938.

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Item 2 – Educational Background and Business Experience

Craig R. Townsend, born in 1962, is dedicated to advising Clients of Synergy as a Senior Advisor. Mr. Townsend earned a GED from Colonial in 1981. Additional information regarding Mr. Townsend's employment history is included below.

Employment History:

| | |
|--|--------------------|
| Senior Advisor, Synergy Investment Management, LLC | 02/2024 to Present |
| LPL Financial LLC, Registered Representative | 11/2019 to Present |
| Registered Representative, Cetera Advisors LLC | 03/2014 to 11/2019 |

CERTIFIED FINANCIAL PLANNER™ (“CFP®”)

The CERTIFIED FINANCIAL PLANNER™, CFP®, and federally registered CFP® (with flame design) marks (collectively, the “CFP® marks”) are professional certification marks granted in the United States by CERTIFIED FINANCIAL PLANNER™ Board of Standards, Inc. (“CFP® Board”).

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 87,000 individuals have obtained CFP® certification in the United States.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- *Education* – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board’s studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor’s Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board’s financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- *Examination* – Pass the comprehensive CFP® Certification Examination. The examination 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:

- *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
- *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®.

Chartered Financial Consultant™ (“ChFC®”)

The Chartered Financial Consultant™ (ChFC®) program prepares you to meet the advanced financial planning needs of individuals, professionals, and small business owners. You'll gain a sustainable advantage in this competitive field with in-depth coverage of the key financial planning disciplines, including insurance, income taxation, retirement planning, investments, and estate planning. The ChFC® requires three years of full-time, relevant business experience, nine two-hour course-specific proctored exams, and 30 hours of continuing education every two years. Holders of the ChFC® designation must adhere to The American

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College's Code of Ethics.

Program Objectives:

- Function as an ethical, competent and articulate practitioner in the field of financial planning.
- Utilize the intellectual tools and framework needed to maintain relevant and current financial planning knowledge and strategies.
- Apply financial planning theory and techniques through the development of case studies and solutions.
- Apply in-depth knowledge in a holistic manner from a variety of disciplines, namely, estate planning, retirement planning, or non-qualified deferred compensation.

The Chartered Life Underwriter ("CLU®")

The Chartered Life Underwriter® (CLU®) is a designation of insurance expertise, helping gain a significant advantage in a competitive market. This course of study helps by providing in-depth knowledge on the insurance needs of individuals, business owners and professional clients.

Program Learning Objectives:

- Provide guidance to clients on types and amounts of life insurance needed
- Make recommendations on aspects of risk management, including personal and business uses of a variety of insurance solutions
- Provide guidance to clients on legal aspects of life insurance contracts and beneficiaries
- Assist clients in making decisions about estate planning, including proper holding of assets and title to assets, as well as the implications of various wills and trust arrangements on financial, retirement and succession planning issues
- Provide a holistic and comprehensive approach to addressing the insurance planning needs of their clients

Life Underwriter Training Council Fellow™ ("LUTCF®")

The Life Underwriter Training Council Fellow™ (LUTCF®) Designation Program developed for NAIFA by the College for Financial Planning™ (CFFP®) launched the summer of 2015. The curriculum combines classroom learning and field training to equip agents and financial advisors with the knowledge and skills to put them on the path to career success. The content integrates four practice specialties, life insurance and annuities, health and employee benefits, multiline, and financial advising and investments providing both an overview of each but also addressing their interdependencies—critical for agents and advisors to understand when advising clients. Topics cover the real-life issues of today, from multigenerational homes to single-parent households and same-sex marriages.

Item 3 – Disciplinary Information

There are no legal, civil or disciplinary events to disclose regarding Mr. Townsend. Mr. Townsend 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. Townsend.

Securities laws require an advisor to disclose any instances where the advisor 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. Townsend.***

However, we do encourage you to independently view the background of Mr. Townsend on the Investment Adviser Public Disclosure website at www.adviserinfo.sec.gov by searching with his full name or his Individual CRD# 2238938.

Item 4 – Other Business Activities

Broker-Dealer Affiliation

Mr. Townsend is also a registered representative of LPL Financial LLC (“LPL Financial”). LPL Financial is a registered broker-dealer (CRD# 6413), member FINRA, SIPC. In Mr. Townsend’s separate capacity as a registered representative, Mr. Townsend will receive commissions for the implementation of recommendations for commissionable transactions. Clients are not obligated to implement any recommendation provided by Mr. Townsend. Neither the Advisor nor Mr. Townsend will earn ongoing investment advisory fees in connection with any products or services implemented in Mr. Townsend’s separate capacity as a registered representative. Mr. Townsend spends approximately 5% of his time per month in his role as a registered representative of LPL Financial.

Insurance Agency Affiliations

Mr. Townsend is also a licensed insurance professional. Implementations of insurance recommendations are separate and apart from Mr. Townsend’s role with Synergy. As an insurance professional, Mr. Townsend will receive customary commissions and other related revenues from the various insurance companies whose products are sold. Mr. Townsend 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. Townsend or the Advisor. Mr. Townsend spends approximately 5% of his time per month in this capacity.

Temporary Dual Registrations

On a temporary and transitional basis, Mr. Townsend is also dually-registered as an Investment Advisor Representative with LPL Financial. This dual-registration is to facilitate the transition of Client accounts from LPL Financial to Synergy. The dual-registration will cease after all Clients are transitioned.

Synergy Wealth Alliance

Mr. Townsend is a registered representative under Synergy Wealth Alliance, LLC, the dba entity for LPL Financial business. Mr. Townsend spends approximately 5% of his time per month in this capacity.

Rental Property

Mr. Townsend also owns a rental property. In his role as an owner, Mr. Townsend acts as a property manager and oversees the day-to-day operations of the property. Mr. Townsend is compensated via rental income in this role, and he spends approximately 10% of his time per month in this capacity.

New Beginnings Outreach Ministries of Central Florida

Mr. Townsend is also a Board Member of the New Beginnings Outreach Ministries of Central Florida, a non-profit organization. In his role as a board member, Mr. Townsend participates in outreach projects for local women, which include life coaching, job search assistance, and budgeting. Mr. Townsend is not compensated in this role, and he spends less than 5% of his time per month in this capacity.

Item 5 – Additional Compensation

Mr. Townsend has additional business activities where compensation is received that are detailed in Item 4 above.

Item 6 – Supervision

Mr. Townsend serves as a Senior Advisor of Synergy and is supervised by Christopher Bordner, the Chief Compliance Officer. Mr. Bordner can be reached at (321) 203-4458.

Synergy has implemented a Code of Ethics, an internal compliance document that guides each Supervised Person in meeting their fiduciary obligations to Clients of Synergy. Further, Synergy is subject to regulatory oversight by various agencies. These agencies require registration by Synergy and its Supervised Persons. As a registered entity, Synergy is subject to examinations by regulators, which may be announced or unannounced.

Synergy is required to periodically update the information provided to these agencies and to provide various reports regarding the business activities and assets of the Advisor.