

**I. Item 1-Cover Page**

Our Firm Brochure

**Clark Associates Financial Planning, Inc.**

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Braddock, NJ 08009

609-567-1884

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[www.clarkassociates.net](http://www.clarkassociates.net)

SEC #801-27064

W. Howard Clark, Jr., CFP®, ChFC, CLU

John P. Clark, CFP®, RFC, CSA

12/13/2010

This brochure provides information about the qualifications and business practices of Clark Associates Financial Planning, Inc.. If you have any questions about the contents of this brochure, please contact us at 609-567-1884. 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 Clark Associates Financial Planning, Inc. also is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).



## **II. Item 2- Material Changes**

### **A. Annual Update-**

### **B. The Material Changes**

This section of this brochure will be updated annually when material changes occur since the previous release of the Firm Brochure.

### **C. Material Changes since the last update-**

The U.S. Securities and Exchange Commission issued a final rule in July 2010 requiring advisers to provide a Firm Brochure in narrative “plain English” format. The new final rule specifies mandatory sections and organization. As such we have revised our ADV Part 2 form to reflect this new rule.

Full Brochure Available whenever you would like to receive a complete copy of our Firm Brochure, please contact us by telephone at: (609)567-1884.

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#### **IV. Item 4-Our Advisory Business**

##### **A. About Us**

Clark Associates Financial Planning, Inc. is a Financial Planning firm located in the heart of South Jersey. Clark Associates Financial Planning, Inc. was founded in 1984 by W. Howard Clark, Jr. There are currently 6 staff members including 3 credentialed advisors, two administrative staff, and one bookkeeper/co-owner. The firm is federally registered with the SEC (Securities and Exchange Commission) as a Registered Investment Adviser.

Clark Associates Financial Planning, Inc. provides personal financial planning and investment management to individuals, families and their related entities, trusts and estates, and family businesses. Clark Associates Financial Planning, Inc. works with clients to define financial objectives and to develop strategies for reaching those objectives, some of which may include: identification of financial problems, cash flow and budget management, tax planning, risk exposure review, investment management, education funding, retirement planning, estate planning, charitable goals, special needs planning, family business succession issues, fringe benefits, and/or other issues specific to the client.

The firm's compensation comes from fees paid directly by clients, commissions, and/or trails. The firm receives fees for financial planning based on assets, and commissions, trails, renewals based on the client's purchase of any financial product.

Assets under the direct management of Clark Associates Financial Planning, Inc. are held by independent custodians, including American Funds, Capital Bank and Trust, Ohio National, Protective Life, Lincoln Life, or others, in the clients name. Clark Associates Financial Planning, Inc. does not act as a custodian of client assets.

We may recommend other professionals (e.g., lawyers, accountants, insurance agents, real estate agents, etc.) at the request of the client. Other professionals are engaged directly by the client on an as-needed basis even when recommended by the Advisor. Conflicts of interest will be disclosed to the client and managed in the best interest of the client.

##### **Principal Owners**

Our principal owners are W. Howard Clark, Jr. and Elizabeth M. Clark. There are no intermediate subsidiaries.

## **B. Types of Advisory Services**

The primary type of advisory service offered by Clark Associates Financial Planning, Inc. is financial planning. Clark Associates Financial Planning, Inc. provides investment supervisory services (i.e. "asset management") and furnishes investment advice, as part of an on-going financial planning relationship.

In performing its services, Clark Associates Financial Planning, Inc. is not required to verify any information received from the client or from the client's other professionals. Each client is advised that it remains his/her responsibility to promptly notify Clark Associates Financial Planning, Inc. when there is any change in his/her financial situation and/or financial objectives for the purpose of reviewing, evaluating, or revising previous recommendations and/or services. Financial Planning encompasses many services by its very nature.

Financial Planning- This service may include financial planning, implementation, and ongoing asset management/monitoring services. Financial planning may include identification of financial problems, cash flow and budget management, tax planning, risk exposure review, investment management, education funding, retirement planning, estate planning, charitable goals, small business planning issues, fringe benefits, special needs planning, or other issues specific to the client. The engagement may include implementation of recommendations accepted by client, telephone support, meetings as required, on-going financial planning services, reminders of the specific courses of action that need to be taken, and annual written portfolio reviews as negotiated with each client. More frequent reviews may occur but are not necessarily communicated to the client unless immediate changes are recommended at the client request.

## **C. Tailored Relationships**

At Clark Associates Financial Planning, Inc., advisory services are tailored to the individual needs of clients. Client goals and objectives are clarified in meetings and via other communications, and are used to determine the course of action for each individual client. The goals and objectives for each client are ever changing as a client moves through life. As good and bad things enter a client's life we react and rely on strategies already in place. Financial Planning is

not an exact science performed in a lab under controlled situations as history has demonstrated over and over again.

Clients may impose restrictions on investing in certain securities or types of securities. This is not the norm though. This must be done in writing and be signed by the client. Clark Associates Financial Planning, Inc. does not provide Legal or Accounting advice.

**D. Wrap Fee Program**

We do not participate in wrap fee programs.

**E. Managed Assets**

As of December 31, 2010, Clark Associates Financial Planning, Inc. manages about \$67,100,000 on a Non-discretionary basis. We do not manage any assets on a discretionary basis.

**V. Item 5- Fees and Compensation**

**A. Financial Planning Fee Description-**

Clark Associates Financial Planning, Inc. bases its ongoing fees for financial planning on a percentage of Assets under Advisement, hourly charges, and/or fixed fees. All fees are negotiable.

Initial financial planning fees for the Financial Planning agreement may be calculated on a formula basis and adjusted for complexity of individual situations. Initial fees are determined at the outset by an engagement letter and are based on a variety of factors, including but not limited to historical relationship, total assets, investable assets, types of assets, anticipated future additional assets, gross income, anticipated future earning capacity, complexity of financial planning needs, relationships with other professionals, related accounts, or negotiations with clients. The Fee is due after the first year of service.



## **B. Billing**

For clients, the normal fee is based on 0.50% of Assets Under Advisement. It is calculated and billed annually in arrears. A fee is provided with the annual invoice. The fee for financial planning is paid directly by client.

Hourly charges and fixed fees, negotiated before service, are billed after services rendered. The fixed fee is based upon the time and work involved. The fee may be negotiated depending on the situation. Taking the aforementioned into consideration an hourly fee could run anywhere from \$100-\$250 an hour or more.

## **C. Other Fees**

Custodians and/or Trustees may charge yearly maintenance fees. These transaction charges are usually relatively small and are incidental to the purchase or sale of a security. Fees for custody are disclosed to clients when this type of arrangement is recommended. Mutual funds, Variable annuities sub accounts, and other investments generally charge a management fee for their services as investment managers. The management fee is included in the expense ratio and /or upfront expense known as a sales charge or load. Mutual fund fees also include transaction charges for the purchase or sale of securities within the fund and may charge other fees as disclosed in the fund prospectus. If brokerage services are being rendered, further trading costs and transaction cost will come into being as described in the Brokerage section of this brochure. These fees are in addition to the fees paid by the client to Clark Associates Financial Planning, Inc.

## **D. Fee payment**

Financial Planning fees are not paid in advance. Fee is for services previously rendered. As such refunds are not normally given.

## **E. Other Advisor Compensation**

Advisors may be additionally compensated from the sale of securities and insurance products. Clark Associates Financial Planning, Inc. advisors, regularly acts as a Registered Representative and/or insurance agent for the clients. We use the broker/dealer ProEquities, Inc., A Registered Broker/Dealer and we are able to purchase products through them for our clients. We may receive a commission, ongoing trail, or renewal from the companies for the products we purchase for the client. Clients do not pay commissions higher than those obtainable from other brokers in return for those products and services.

As you are aware, there is always the possibility of a conflict of interest where products are purchased that are recommended in a plan. What makes objectivity and suggesting the appropriate products and procedure for a client is NOT the method of compensation, NOT being on a fee only or commission only, or combination of fee and commission basis but knowledge, ethics and the ability to present appropriate procedures and products for the benefit of your client. We explain the fees involved and the client is given prospectuses. Securities transactions are then overseen by the Broker Dealer. We normally do not recommend no-load funds. Our remuneration is comprised mainly of commissions then fees.

We inform the clients that they can use any licensed Registered Representative to purchase their products, but that we can also purchase them through our broker/dealer ProEquities, Inc., A Registered Broker/Dealer.

We do not reduce our fee to offset commissions. W. Howard Clark, Jr., Inc., W. Howard Clark, Jr., and John P. Clark sometimes receive commissions and/or trails or renewals from insurance companies and from the broker/dealer on some products that are purchased for a client. We sometimes receive prizes and conventions from the insurance and equity firms. We receive referrals from other professionals that we deal with. Clark Associates Financial Planning, Inc. sometimes receives a management fee from W. Howard Clark, Jr., Inc.

#### **VI. Item 6 Performance-Based Fees and Side by Side management**

Clark Associates Financial Planning, Inc. does not use a performance-based fee structure because of the potential conflict of interest. Performance-based compensation may create an incentive for the adviser to recommend an investment that may carry a higher degree of risk to the client. However, the nature of asset-based fees allows Clark Associates Financial Planning, Inc. fees to grow as clients assets grow. This also means that our fees can decline when the client's portfolio declines in value.

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

Clark Associates Financial Planning, Inc. generally provides investment advice to individuals, families, trusts, and estates. Advice may extend to entities related to the client such as small businesses, and charitable organizations, including foundations and endowments. Client relationships vary in scope and length of service. Clark Associates Financial Planning, Inc.

normally does not impose a minimum dollar value of assets or other condition for opening or maintaining an account.

#### **VIII. Item 8- Methods of Analysis, Investment Strategies, and Risk of Loss**

Clark Associates Financial Planning, Inc. security methods and main sources of information include financial newspapers and magazines, annual reports, prospectuses and filings with the Securities and Exchange Commission. The principle sources of information are supplied through the various mutual fund companies, prospectuses, insurance companies, and information that we have from our broker/dealer. Employees of Clark Associates Financial Planning, Inc. also attend on- and off-site visits with fund and portfolio managers, conference calls, and industry conferences.

Risk is inherent to life. These are a few the client might be exposed to:

Markets can drop 50% or more in minutes. The stock market may suffer a serious loss and never recover or even open again. Interest rates rising and falling can cripple the bond market, making the current bonds you own practically worthless.

Due to the nature of the world we live in, a client can lose all their money, whether it is through the loss of principal or the loss of buying power. After World War I German's were faced with the fact that money in the bank became practically worthless, by lunch time because of inflation. Money in the market can drop to zero, and after taxes a client may be out more money than they invested.

Insurance companies can go out of business and their "guarantees" could become worthless. Income guarantees and death benefits can disappear overnight.

Planes can crash into buildings and limit a client's access to liquidity in their accounts because markets can and do close. An electromagnetic pulse could cripple the country making all electronic records inaccessible. Acts of terrorism and horrible viruses can disrupt our life in unforeseeable ways. Scumbags, con artists, and schemers can shake the very fabric of people's trusts. This will emotionally taint all investors. The United States government can change tax law, go bankrupt, cease to exist and renege on all its "promises", such a social security, welfare, medical aid, and defense.

All these risks are borne by the investor. Our approach keeps the risk of loss in mind. However, as with all investments, clients face investment risks including the following: Loss of Principal

Risk, Interest-rate Risk, Market Risk, Inflation Risk, Currency Risk, Reinvestment Risk, Business Risk, Liquidity Risk, and Financial Risk. As an advisor we don't rely on past results, as they are meaningless. We know analysts, experts, journalists, and CEO's don't know what they are having for lunch much less what the market/oil prices/GDP/etc are going to do next year.

As an advisor, we help people deal with all this "stuff". And God willing, hopefully not just help them survive but thrive. We will do our best to care more about a client's money than anyone that does not share their last name. But for clarity, a client can lose all their money.

**IX. Item 9- Disciplinary Information**

The firm and its employees have not been involved in any legal or disciplinary events related to past or present activities.

**X. Item 10- Other Financial Activities and Affiliation**

**A. Registered Representatives**

W. Howard Clark, Jr., John P. Clark, Lewis Procacci, and Daniel Seifring are all Registered Representatives of ProEquities, Inc.

**B. Futures Commodity agents**

No one at Clark Associates Financial Planning, Inc. is registered nor has an application pending as a futures commission merchant, commodity pool operator, a commodity trading advisor, or an associated person of the foregoing entities.

**C. Other Relationships**

The advisors at Clark Associates Financial Planning, Inc. are Registered Representatives at ProEquities, Inc. This may present conflicts of interest previously addressed.

**XI. Item 11- Code of Ethics, Participation or Interest in Client Transactions, and Personal Trading**

**A. Code of Ethics-**

The employees of Clark Associates Financial Planning, Inc. have committed to a Code of Ethics. The key points are: Integrity, Objectivity, Competence, Fairness, Confidentially, Professionalism,

and Diligence. CFP® designees are also held to a Code of Ethics as outlined by the CFP® Board of Standards. The firm will provide a copy of the Code of Ethics to any client or prospective client upon request.

**B. Participation or Interest in Client Transactions, and Personal Trading**

Clark Associates Financial Planning, Inc. and its employees may at times buy or sell securities that are also held by clients. Employees may not trade their own securities ahead of client trades. Employees comply with these provisions of the Clark Associates Financial Planning, Inc. The Chief Compliance Officer of Clark Associates Financial Planning, Inc. is John Clark. John reviews all employee trades each quarter. His personal trades are reviewed by President W. Howard Clark, Jr. All trades are reviewed by ProEquities Compliance department. The personal trading reviews ensure that the personal trading of employees was not based on inside information and that clients of the firm receive preferential treatment. The trades are not of a significant enough value to affect the securities markets.

**XII. Item 12- Brokerage Practices**

Clark Associates Financial Planning, Inc. uses ProEquities as its Broker Dealer. ProEquities was chosen for their excellent service and drive to service clients. Clark Associates Financial Planning, Inc. recommends custodians based on the proven integrity and financial responsibility of the firm, best execution of orders at reasonable commission rates, and the quality of client service.

Clark Associates Financial Planning, Inc. recommends, but is not limited to, using non brokerage accounts for clients, also called subscription accounts. This puts the clients directly with the fund or insurance company. If the client does need brokerage services, Pershing will be used though the Broker Dealer. The client has the option of using the discount brokerage of their choice. There are no current brokerage accounts that Clark Associates manage. Pershing fees, execution, and reports appear to be in line with the rest of the industry.

**XIII. Item 13- Review of Accounts**

The frequency of reviews is individually negotiated with each client. Financial Planning clients are provided with annual reviews, which vary in focus and may include asset allocation updates and rebalancing, performance reviews, tax and estate plan reviews, investment reviews, cash flow monitoring, and more. Account reviews are mainly performed by W. Howard Clark, Jr. and/or John P Clark. Investment reports are reviewed prior to distribution to clients.

A review can be triggered by the advisor or client due to a varying number of factors such as large additions or withdrawals from the account, change in lifestyle, change in investment objectives, etc. Account reviews for Financial Planning clients are performed more frequently at client's request. A review may be triggered by client request, changes in market condition, new information about an investment, changes in tax laws, or other important changes.

Written reports are sent or given Financial Planning clients based on their negotiated frequency of reviews, normally annually. The reports may consist of an individualized letter summarizing the results of the review, a statement of holdings from our portfolio accounting software, or other such portfolio reports, asset allocation analysis, tax-related information, updates to financial plan reports, portfolio graphs, or other reports as needed.

All assets are held at qualified custodians when required, who provide account statements directly to clients at their address of record at least quarterly. Clients are encouraged to carefully review the statements provided by their custodians.

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

##### **A. Referrals**

Clark Associates Financial Planning, Inc. has been fortunate to receive many client referrals over the years. The referrals have come from current clients, estate planning attorneys, accountants, employees, personal friends of employees, and other sources. The firm does not pay for referrals. Clark Associates Financial Planning, Inc. has the option to discount or eliminate a client's fee due to but not limited to referrals, the client's financial situation changes (such as loss of job). Clark Associates Financial Planning, Inc. cannot raise fees above price stated but may reduce.

Lewis N. Procacci is a solicitor and/or IA for Clark Associates Financial Planning, Inc., the Registered Investment Advisor and sometimes receives remuneration from commissions and/or fees as business decisions dictate. There are no extra commissions or fees paid by the client due to his solicitations, therefore no more added cost to client.

**XV. Item 15- Custody**

**A. Statements from Mutual Fund Companies, Insurance Companies, other custodians and trustees**

All assets are held at qualified custodians when required, who provide account statements directly to clients at their address of record normally quarterly. Clients are encouraged to carefully review the statements provided by their custodians. These institutions are responsible for the accuracy of all reports and material produced.

**B. Statements Provided by Clark Associates Financial Planning, Inc.**

Clients are at times provided account statements, net worth statements, and net worth graphs that are generated from our portfolio accounting and financial planning software. Net worth statements contain approximations of bank account balances provided by the client, as well as the value of land, real estate, limited partnerships, and other hard-to-price assets. The net worth statements are used for long-term financial planning where the exact values of assets are not material to the financial planning tasks. The book values of hard to price assets are reviewed whenever supplemental information relating to valuation is received. Otherwise, these assets are priced at client cost. Clients are urged to compare the statements they receive from us to those they receive from their qualified custodians. Our statements are not official statement of net worth, account value, or performance.

Clark Associates Financial Planning, Inc. does not have custody of client's assets.

**XVI. Item 16- Investment Discretion**

Clark Associates Financial Planning, Inc. does not have discretion of client's accounts.

**XVII. Item 17- Voting *Client* Securities**

Clark Associates Financial Planning, Inc. does not vote client proxies as it has no discretion. It is the client's job to vote or not vote on proxies sent to them.

Conflicts of Interest- Should a conflict of interest exist between Clark Associates Financial Planning, Inc. and client(s) regarding the outcome of certain proxy votes, Clark Associates Financial Planning, Inc. is committed to resolving the conflict in the best interest of clients. The client should vote in their best interest. Clark Associates Financial Planning, Inc. may suggest

that client(s) engage another party to determine how the proxy should be voted. Vote according to the recommendation of an independent third party, such as a proxy consultant, research analyst, proxy voting department of a mutual fund or pension fund, or compliance consultant.

## **XVIII. Item 18- Financial Information**

### **A. Financial Condition**

Clark Associates Financial Planning, Inc. does not have any financial impairment that will preclude the firm from meeting contractual commitments to clients. A balance sheet is not required to be provided because Clark Associates Financial Planning, Inc. does not serve as a custodian for client funds or securities and does not require prepayment of fees. Clark Associates Financial Planning, Inc. has never filed for bankruptcy.

### **B. Business Continuity Plan**

#### **General**

Clark Associates Financial Planning, Inc. has a Business Continuity Plan in place that provides detailed steps to mitigate and recover from the loss of office space, communications, services or key people.

#### **Disasters**

The Business Continuity Plan covers natural disasters such as snow storms, hurricanes, tornados, fire, and flooding. The Plan covers man-made disasters such as loss of electrical power, loss of water pressure, fire, bomb threat, nuclear emergency, chemical event, biological event, communications line outage, Internet outage, railway accident and aircraft accident. Electronic files are backed up daily and archived on- and offsite.

#### **Alternate Offices**

Alternate work locations are identified to support ongoing operations in the event the main office is unavailable. It is our intention to contact all clients within five days of a disaster that dictates moving our office to an alternate location.

### **C. Information Security Program**

#### **Information Security**

Clark Associates Financial Planning, Inc. maintains an information security program to reduce the risk that personal and confidential information may be breached.



#### **D. Privacy Notice**

Clark Associates Financial Planning, Inc. is committed to maintaining the confidentiality, integrity and security of the personal information that is entrusted to us. The categories of nonpublic information that we collect from our clients may include information about personal finances, information about health to the extent that it is needed for the financial planning process, information about transactions between clients and third parties, and information from consumer reporting agencies, e.g., credit reports. We use this information to help our clients meet their personal financial goals. With client permission, we share a limited amount of information with the client's brokerage firm in order to execute securities transactions on your behalf. We maintain a secure office to ensure that our clients' information is not placed at unreasonable risk. We employ a firewall barrier, secure data encryption techniques and authentication procedures in our computer environment. We do not provide personal information to mailing list vendors or solicitors. We require strict confidentiality in our agreements with unaffiliated third parties that require access personal information, including financial service companies, consultants, and auditors. Federal and state securities regulators may review our Company records and personal records as permitted by law.

Personally identifiable information will be maintained while still a client of Clark Associates Financial Planning, Inc. and for the required period thereafter that records are required to be maintained by federal and state securities laws. After that time, information may be destroyed. We will notify our clients in advance if our privacy policy is expected to change. We are required by law to deliver this Privacy Notice to our clients annually, in writing.

## **Brochure Supplement (Part 2B of Form ADV)**

### *Supervised Persons*

W. Howard Clark, Jr., John P. Clark

Clark Associates Financial Planning, Inc.  
145 South Route 73  
Braddock, NJ 08037  
609-567-1884

As of 12/31/2010

This brochure supplement provides information about W. Howard Clark, Jr., John P. Clark and others in our office that supplements the Clark Associates Financial Planning, Inc. brochure. You should have received a copy of that brochure. Please contact Dan Seifring, Administrative Assistant, if you did not receive Clark Associates Financial Planning, Inc. brochure or if you have any questions about the contents of this

supplement. Additional information about W. Howard Clark, Jr., John P. Clark is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## I. Education and Business Standards

Clark Associates Financial Planning, Inc. requires that any employee whose function involves determining or giving investment advice to clients must have attended college and must:

1. Have at least three years' experience in insurance, investments, accounting, or financial planning;
2. Hold the Series 66 or 65 Investment Adviser Representative license or its equivalent;
3. Hold or be pursuing one of the following designations: Certified Financial Planner™ (CFP®), or Chartered Financial Consultant (ChFC);
4. Subscribe to the CFP® and Society of Financial Professionals Boards of Standards;
5. Be properly licensed for all advisory activities in which they are engaged.

## II. Professional Certifications

Employees have earned certifications and credentials that are required to be explained in further detail.

### **CERTIFIED FINANCIAL PLANNER™**

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.

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, administered in 10 hours over a two-day period, 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® certification.

## W. Howard Clark, Jr. –

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DOB 3/18/36

Graduate of: Malvern Prep, Malvern, PA

St. Bonaventure, St. Bonaventure, NY

American College, Bryn Mawr, PA

College of Financial Planning, Denver, CO

Degrees in Philosophy and Classical Languages

Studies at New York University

President – Clark Associates Financial Planning, Inc. and W. Howard Clark, Jr., Inc.

Financial Planner

Registered Principal with ProEquities, Inc., A Registered Broker/Dealer

Licensed in Life, Health and Property Casualty Insurance

FIRNA Series #6, #7, #8, #22 and #63

Designations:

Certified Financial Planner (CFP®)

Chartered Financial Consultant (ChFC)

Chartered Life Underwriter (CLU)

Life Underwriter Training Council (LUTC)

Disciplinary Information: None

Membership: Society of Financial Service Professionals

## Elizabeth M. Clark –

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DOB 11/4/38

Graduate of: Notre Dame of Maryland, Baltimore, MD

Bon Secours School of Nursing (RN), Baltimore, MD

Vice-President, Secretary/Treasurer – Clark Associates Financial Planning, Inc. and W. Howard Clark, Jr., Inc.

Registered Representative with ProEquities, Inc., A Registered Broker/Dealer, for Administration

Licensed in Life and Health Insurance

FIRNA Series: #6 and #63

Disciplinary Information: None



## John P. Clark –

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DOB 3/19/76

Graduate of: Bishop Eustace Prep. School, Pennsauken, NJ

Degrees in Economics and Finance: Saint Anselm College, Manchester, NH 1994-1998

Fairly Dickinson University: Financial Planning Program 2009-2010

College for Financial Planning 2009-2010

American College 2000-Present

Investment Advisor

Financial Planner

Chief Compliance Officer

Registered Principal with ProEquities, Inc., a Registered Broker/Dealer

Licensed in Life and Health Insurance

FIRNA Series: #7, #24 and #66

Designations:

Registered Financial Consultant (RFC)

Certified Senior Advisor (CSA)

Certified Financial Planner (CFP®)

Pursuing the ChFC designation

Disciplinary Information: None

Membership: Society of Financial Service Professionals

Other Professional Activities: Serves on the Board of the South Jersey Society of Financial Service Professionals.

## Lewis N. Procacci –

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DOB 3/22/44

Graduate of: Pennsauken HS, Pennsauken, NJ

Rutgers University, New Brunswick, NJ

Solicitor and/or IA for Clark Associates Financial Planning, Inc.

Financial Planner

Registered Representative with ProEquities, Inc., A Registered Broker/Dealer

Licensed in Life, Health and Property Casualty Insurance

FIRNA Series #6, #7 and #63



Designations: CLU, ChFC  
Chartered Financial Consultant (ChFC)  
Chartered Life Underwriter (CLU)  
Life Underwriter Training Council (LUTC)

Disciplinary Information: None

## Daniel D. Seifring, Jr. –

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DOB 11/4/68

Graduate of: Madison Central High School, Old Bridge, NJ  
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FIRNA Series: #7, #63 and #66

Disciplinary Information: None