



# Hutchinson Financial

## **Firm Brochure**

(Part 2A of Form ADV)

This brochure provides information about the qualifications and business practices of Hutchinson Financial, Inc. Hutchinson Financial, Inc. is a Registered Investment Advisor however such registration does not imply any specific level of skill or training.

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.

If you have any questions about the contents of this brochure, please contact us by phone at: (501) 223-9190 or by email at: [inquiries@hutchinsonfinancialinc.com](mailto:inquiries@hutchinsonfinancialinc.com).

Additional information about Hutchinson Financial, Inc. is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

**Hutchinson Financial, Inc.**

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February 18, 2014

## **MATERIAL CHANGES**

### **Annual Update**

The Material Changes section of this brochure will be updated annually or when material changes occur since the previous release of the Firm Brochure.

### **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.

### **Full Brochure Available**

Whenever you would like to receive a complete copy of our Firm Brochure, please contact us by telephone at: (501) 223-9190 OR 800-635-9985 or by email at [inquiries@hutchinsonfinancialinc.com](mailto:inquiries@hutchinsonfinancialinc.com)

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## **Advisory Business**

### **Firm Description**

Hutchinson Financial, founded in 1988, is an Independent Registered Investment Advisory firm based in Little Rock, Arkansas.

Hutchinson Financial, Inc. provides personalized confidential financial planning and investment management to individuals, pension and profit sharing plans, trusts, estates, charitable organizations and small businesses. Advice is provided through consultation with the client and may include: determination of financial objectives, identification of financial problems, cash flow management, tax planning, insurance review, investment management, education funding, retirement planning and estate planning.

Hutchinson Financial, Inc. is a fee-only financial planning and investment management firm. The firm does not sell annuities, insurance or other commissioned products.

The firm is affiliated with Hutchinson Insurance, Inc., an insurance agency that sells life, disability and long term care insurance and fixed rate annuities. Representatives of Hutchinson Insurance, Inc. may receive commissions from the sale of these insurance products. Hutchinson Financial, Inc. has no other affiliations with any other entities that sell any other financial products or securities. No commissions in any form are accepted by Hutchinson Financial, Inc. No finder's fees are accepted by Hutchinson Financial, Inc. Hutchinson Financial, Inc. does not directly or indirectly compensate anyone for client referrals.

Hutchinson Financial, Inc. does not act as a custodian of client assets. The client always maintains asset control. Hutchinson Financial, Inc. places trades for clients under a limited power of attorney.

A written evaluation of each client's initial situation is provided to the client at the client's request. Periodic reviews are also communicated to provide reminders of the specific courses of action that need to be taken. More frequent reviews occur but are not necessarily communicated to the client unless immediate changes are recommended.

Other professionals (e.g., lawyers, accountants, insurance agents, etc.) are engaged directly by the client on an as-needed basis. Conflicts of interest will be disclosed to the client in the unlikely event they should occur.

The initial meeting, which may be by telephone or in person, is free of charge and is considered an exploratory interview to determine the extent to which financial planning and investment management services may be beneficial to the client.

## **Principal Owner**

Eric Hutchinson is 100% stockholder of Hutchinson Financial, Inc.

## **Types of Advisory Services**

Hutchinson Financial, Inc. provides investment supervisory services, also known as asset management services; manages investment advisory accounts not involving investment supervisory services; and furnishes investment advice through consultations.

On more than an occasional basis, Hutchinson Financial, Inc. furnishes advice to clients on matters not involving securities, such as financial planning matters, taxation issues and trust services that often include estate planning.

As of 12/31/2013, Hutchinson Financial, Inc. manages approximately \$167,891,880 in assets for approximately 274 clients. The total assets under management have been determined to be on a discretionary basis.

## **Tailored Relationships**

The goals and objectives for each client are documented in our client relationship management system. Personal financial plans or Investment Policy Statements are created that reflect the stated goals and objective. Clients may impose restrictions on investing in certain securities or types of securities.

Client assets are invested primarily in no-load, low-load, or load waived mutual funds, exchange-traded funds, and stocks and bonds. Investments may also include: warrants, corporate debt securities, commercial paper, certificates of deposit, municipal securities, investment company securities (mutual fund shares), U. S. government securities and interests in partnerships. Fund companies charge each fund shareholder an investment management fee that is disclosed in the fund prospectus. Brokerage firms may charge a transaction fee for the purchase of some funds and for the purchase or sale of stocks, bonds and other securities.

Hutchinson Financial, Inc. does not receive any compensation, in any form, from mutual fund companies. Hutchinson Financial, Inc. does not receive any share of any transaction cost to buy or sell securities of any kind from any brokerage firm.

Initial public offerings (IPOs) are not available through Hutchinson Financial, Inc.

Agreements may not be assigned without client consent.

## **Types of Agreements**

The following agreements define the typical client relationships.

### **Financial Planning Agreement**

A financial plan is designed to help the client with all aspects of financial planning without ongoing investment management after the financial plan is completed.

The financial plan may include, but is not limited to: a review of investment accounts, including reviewing asset allocation and providing repositioning recommendations; strategic tax planning; a review of retirement accounts and plans including recommendations; a review of insurance policies and recommendations for changes, if necessary; one or more retirement scenarios; estate planning review and recommendations; and education planning with funding recommendations.

Detailed investment advice and specific recommendations are provided as part of a financial plan. Implementation of the recommendations is at the discretion of the client.

The fee for financial planning services is predicated upon the facts known at the start of the engagement. The fee range for financial planning services ranges from \$1,500 to \$5,000 and is negotiable. Since financial planning is a discovery process, situations occur wherein the client is unaware of certain financial exposures or predicaments.

In the event that the client's situation is substantially different than disclosed at the initial meeting, a revised fee will be provided for mutual agreement. The client must approve the change of scope in advance of the additional work being performed when a fee increase is necessary.

After delivery of a financial plan, future face-to-face meetings may be scheduled as necessary for up to one month. Follow-up on implementation work is billed separately at the rate of \$250 per hour. Fees for follow-up on implementation work are waived if a client chooses to have Hutchinson Financial, Inc. manage some or all of their assets.

### **Asset Management Agreement**

Most clients choose to have Hutchinson Financial, Inc. manage their assets in order to obtain ongoing in-depth advice and life planning. All aspects of the client's financial affairs are reviewed, including those of their children. Realistic and measurable goals are set and objectives to reach those goals are defined. As goals and objectives change over time, suggestions are made and implemented on an ongoing basis.



The scope of work and fee for an Asset Management Agreement is provided to the client in writing prior to the start of the relationship. An Asset Management Agreement includes: investment management (including performance reporting); financial planning; retirement planning; estate planning, as well as the implementation of recommendations within each area. The annual Asset Management Agreement fee is based on a percentage of the investable assets according to the following schedule:

<b>Market Value of Assets Managed</b>	<b>Annual Asset Management Fee</b>
Up to \$1,000,000	1.50%
\$1 – 2.5 million	1.30%
\$2.5 – 5 million	1.15%
\$5 – 10 million	1.00%
\$10 million and up	Negotiable

The minimum annual fee is \$3,000 and is negotiable. Current client relationships may exist where the fees are higher or lower than the fee schedule above.

Although the Asset Management Agreement is an ongoing agreement and constant adjustments are required, the length of service to the client is at the client's discretion. The client or the investment manager may terminate an Agreement by written notice to the other party. At termination, fees will be billed on a pro rata basis for the portion of the billing period completed. The portfolio value at the time of termination is used as the basis for the fee computation, adjusted for the number of days during the billing period prior to termination.

### **Hourly Planning Engagements**

Hutchinson Financial, Inc. provides hourly planning services for clients who need advice on a limited scope of work. The hourly rate for limited scope engagements is \$250 per hour.

### **Termination of Agreement**

A Client may terminate any of the aforementioned agreements at any time by notifying Hutchinson Financial, Inc. in writing and paying the rate for the time spent on the investment advisory engagement prior to notification of termination. If the client made an advance payment, Hutchinson Financial, Inc. will refund any unearned portion of the advance payment.

Hutchinson Financial, Inc. may terminate any of the aforementioned agreements at any time by notifying the client in writing. If the client made an advance payment, Hutchinson Financial, Inc. will refund any unearned portion of the advance payment.

## **Fees and Compensation**

### **Description**

Hutchinson Financial, Inc. bases its asset management fees on a percentage of assets under management. Financial planning services, investment advisory services and investment counseling services are hourly charges or fixed fees agreed up prior to beginning the engagement.

Financial planning services are priced according to the degree of complexity associated with the client's situation.

Fees are negotiable.

### **Fee Billing**

Investment management fees are billed quarterly or monthly, in arrears, meaning that we invoice you after the billing period has ended. Payment in full is expected upon presentation of invoice. Fees are usually deducted from a designated client account to facilitate billing. The client must consent in advance to direct debiting of their investment account.

Fees for financial plans are billed 50% in advance, with the balance due upon delivery of the financial plan.

### **Other Fees**

Custodians may charge transaction fees on purchases or sales of certain mutual funds, exchange-traded funds or other securities. These transaction charges are usually small and incidental to the purchase or sale of a security. The selection of the security is more important than the nominal fee that the custodian charges to buy or sell the security.

Hutchinson Financial, Inc., in its sole discretion, may waive its minimum fee and/or charge a lesser investment advisory fee based upon certain criteria (e.g., historical relationship, type of assets, anticipated future earning capacity, anticipated future additional assets, dollar amounts of assets to be managed, related accounts, account composition, negotiations with clients, etc.).

### **Expense Ratios**

Mutual funds generally charge a management fee for their services as investment managers. The management fee is called an expense ratio. For example, an expense ratio of 0.50 means that the mutual fund company charges 0.5% for their services. These fees are in addition to the fees paid by you to Hutchinson Financial, Inc.

Performance figures quoted by mutual fund companies in various publications are after their fees have been deducted.

### **Past Due Accounts and Termination of Agreement**

Hutchinson Financial, Inc. reserves the right to stop work on any account that is more than 30 days overdue. In addition, Hutchinson Financial, Inc. reserves the right to terminate any financial planning engagement where a client has willfully concealed or has refused to provide pertinent information about financial situations when necessary and appropriate, in Hutchinson Financial, Inc.'s judgment, to providing proper financial advice. Any unused portion of fees collected in advance will be refunded within 30 days.

### **Performance-Based Fees**

#### **Sharing of Capital Gains**

Fees are not based on a share of the capital gains or capital appreciation of managed securities.

Hutchinson Financial, 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.

## **Types of Clients**

### **Description**

Hutchinson Financial, Inc. generally provides investment advice to individuals, pension and profit sharing plans, trusts, estates, charitable organizations and corporations or business entities.

Client relationships vary in scope and length of service.

### **Account Minimums**

The minimum asset management account size is \$200,000 of assets under management, which equates to an annual fee of \$3,000.

When an account falls below \$200,000 in value, the minimum annual fee of \$3,000 is charged.

Hutchinson Financial, Inc. has the discretion to waive the account minimum. Other exceptions will apply to employees of Hutchinson Financial, Inc. and their relatives, or relatives of existing clients.

Clients with assets below the minimum account size may pay a higher percentage rate on their annual fees than the fees paid by clients with greater assets under management.

## **Methods of Analysis, Investment Strategies and Risk of Loss**

### **Methods of Analysis**

Security analysis methods may include charting, fundamental analysis, technical analysis and cyclical analysis.

The main sources of information include financial newspapers and magazines, inspections of corporate activities, research materials prepared by others, corporate rating services, timing services, annual reports, prospectuses, filings with the Securities and Exchange Commission and company press releases.

Other sources of information that Hutchinson Financial, Inc. may use include, but is not limited to, Morningstar mutual fund information, Morningstar stock information, Charles Schwab & Company's "SchwabLink" service, Vector Vest, MetaStock, and the World Wide Web.

## Investment Strategies

The primary investment strategy used in client accounts is strategic asset allocation utilizing a core and satellite approach. This means that we use passively-managed index and exchange-traded funds as the core investments, and then add actively-managed funds and individual securities where there are greater opportunities to make a difference. In some cases only actively managed mutual funds are used to build a client portfolio.

Portfolios are globally diversified to manage the risk associated with traditional markets.

The investment strategy for a specific client is based upon the objectives stated by the client during consultations. The client may change these objectives at any time.

## Risk of Loss

All investment programs have certain risks that are borne by the investor. Our investment approach constantly keeps the risk of loss in mind. Investors face the following investment risks:

- **Interest-rate Risk:** Fluctuations in interest rates may cause investment prices to fluctuate. For example, when interest rates rise, yields on existing bonds become less attractive, causing their market values to decline.
- **Market Risk:** The price of a security, bond, or mutual fund may drop in reaction to tangible and intangible events and conditions. This type of risk is caused by external factors independent of a security's particular underlying circumstances. For example, political, economic and social conditions may trigger market events.
- **Inflation Risk:** When any type of inflation is present, a dollar today will not buy as much as a dollar next year, because purchasing power is eroding at the rate of inflation.
- **Currency Risk:** Overseas investments are subject to fluctuations in the value of the dollar against the currency of the investment's originating country. This is also referred to as exchange rate risk.
- **Reinvestment Risk:** This is the risk that future proceeds from investments may have to be reinvested at a potentially lower rate of return (i.e. interest rate). This primarily relates to fixed income securities.
- **Business Risk:** These risks are associated with a particular industry or a particular company within an industry. For example, oil-drilling companies depend on finding oil and then refining it, a lengthy process, before they can generate a profit. They carry a higher risk of profitability than an electric

company, which generates its income from a steady stream of customers who buy electricity no matter what the economic environment is like.

- **Liquidity Risk:** Liquidity is the ability to readily convert an investment into cash. Generally, assets are more liquid if many traders are interested in a standardized product. For example, Treasury Bills are highly liquid, while real estate properties are not.
- **Financial Risk:** Excessive borrowing to finance a business' operations increases the risk of profitability, because the company must meet the terms of its obligations in good times and bad. During periods of financial stress, the inability to meet loan obligations may result in bankruptcy and/or a declining market value.

## Disciplinary Information

### Legal and Disciplinary

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

## **Other Financial Industry Affiliations**

### **Affiliations**

Hutchinson Financial, Inc. has arrangements that are material to its advisory or its clients with a related person or entity who is a broker-dealer.

- Charles Schwab & Company, Inc, Institutional Services Division
- Folio Institutional, division of FolioFn Investments, Inc.

## **Code of Ethics, Participation or Interest in Client Transactions and Personal Trading**

### **Code of Ethics**

The employees of Hutchinson Financial, Inc. have committed to a Code of Ethics that is available for review by clients and prospective clients upon request. The firm will provide a copy of the Code of Ethics to any client or prospective client upon request.

### **Participation or Interest in Client Transactions**

Hutchinson Financial, Inc. and its employees may buy or sell securities that are also held by clients. Employees may not trade their own securities ahead of client trades. Employees must comply with the provisions of the Hutchinson Financial, Inc. Compliance Manual.

### **Personal Trading**

The Chief Compliance Officer of Hutchinson Financial, Inc. is Rose Stone. She reviews all employee trades each quarter. Her trades are reviewed by Eric Hutchinson. The personal trading reviews ensure that the personal trading of employees does not affect the markets and that clients of the firm receive preferential treatment.

## **Brokerage Practices**

### **Selecting Brokerage Firms**

Hutchinson Financial, Inc. does not have any affiliation with product sales firms. Specific custodian recommendations are made to Clients based on their need for such services. Hutchinson Financial, Inc. recommends custodians based on the proven integrity and financial responsibility of the firm and the best execution of orders at reasonable commission rates.

Hutchinson Financial, Inc. recommends discount brokerage firms and trust companies (qualified custodians), such as Charles Schwab & Company, Institutional Services Division and Folio Institutional division of FolioFn Investments.

Hutchinson Financial, Inc. does not receive any share of any commissions from any of these arrangements. The firm does receive an administrative program fee of 0.125% quarterly from FolioFn Investments for client accounts managed by the firm in the FolioEdge Asset Management Program. The administrative fee covers additional costs involved in portfolio construction and maintenance for the FolioEdge Asset Management Program.

### **Best Execution**

Hutchinson Financial, Inc. reviews the execution of trades at each custodian each quarter. The review is documented in the Hutchinson Financial, Inc. Compliance Manual. Trading fees charged by the custodians is also reviewed on a quarterly basis. Hutchinson Financial, Inc. does not receive any portion of the trading fees.

### **Order Aggregation**

Most trades are mutual funds or exchange-traded funds where trade aggregation does not garner any client benefit.

## **Review of Accounts**

### **Periodic Reviews**

Account reviews are offered quarterly by advisors assigned to each client account. Account reviews are performed more frequently when market conditions dictate.

### **Review Triggers**

Other conditions that may trigger a review are changes in the tax laws, new investment information and changes in a client's own situation.

### **Regular Reports**

Account reviewers are members of the firm's Investment Committee. They are instructed to consider the client's current security positions and the likelihood that the performance of each security will contribute to the investment objectives of the client.

Clients receive periodic communications and investment performance reports on at least a quarterly basis.



## **Client Referrals and Other Compensation**

### **Incoming Referrals**

Hutchinson Financial, Inc. has been fortunate to receive many client referrals over the years. The referrals came from current clients, estate planning attorneys, accountants, employees, personal friends of employees and other similar sources. The firm does not compensate referring parties for these referrals.

### **Referrals Out**

Hutchinson Financial, Inc. does not accept referral fees or any form of remuneration from other professionals when a prospect or client is referred to them.

### **Other Compensation**

Hutchinson Financial, Inc. does provide investment education and participant counseling services to employer sponsored retirement plan participants and receives a fee for these services. This fee for education and counseling services is usually billed as a per diem fee or in some cases as an asset based fee. Hutchinson Financial, Inc. does not receive any other form of compensation other than disclosed in this document.

## **Custody**

### **Account Statements**

All assets are held at qualified custodians, which means the custodians provide account statements directly to clients at their address of record at least quarterly.

### **Performance Reports**

Clients are urged to compare the account statements received directly from their custodians to the performance report statements provided by Hutchinson Financial, Inc.

## **Investment Discretion**

### **Discretionary Authority for Trading**

Hutchinson Financial, Inc. accepts discretionary authority to manage securities accounts on behalf of clients. Hutchinson Financial, Inc. has the authority to determine, without obtaining specific client consent, the securities to be bought or sold and the amount of the securities to be bought or sold. However, Hutchinson Financial, Inc. consults with the client prior to each trade to obtain concurrence if a blanket trading authorization has not been given.

The client approves the custodian to be used and the commission rates paid to the custodian. Hutchinson Financial, Inc. does not receive any portion of the transaction fees or commissions paid by the client to the custodian on certain trades.

Discretionary trading authority facilitates placing trades in your accounts on your behalf so that we may promptly implement the investment policy that you have approved in writing.

### **Limited Power of Attorney**

A limited power of attorney is a trading authorization for this purpose. You sign a limited power of attorney so that we may execute the trades that you have approved.

## **Voting Client Securities**

### **Proxy Votes**

Unless the client designates otherwise, Hutchinson Financial, Inc. votes proxies for securities over which it maintains discretionary authority consistent with its proxy voting policy. A copy of Hutchinson Financial, Inc.'s proxy voting policy is available upon request.

## **Financial Information**

### **Financial Condition**

Hutchinson Financial, 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 Hutchinson Financial, Inc. does not serve as a custodian for client funds or securities and does not require prepayment of fees of more than \$1,200 per client, and six months or more in advance.

## **Business Continuity Plan**

### **General**

Hutchinson Financial, 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 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, T-1 communications line outage, Internet outage, railway accident and aircraft accident. Electronic files are backed up daily and archived offsite.

### **Alternate Offices**

Alternate offices 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.

## **Information Security Program**

### **Information Security**

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

### **Privacy Notice**

Hutchinson Financial, 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 you may include information about your personal finances, information about your health to the extent that it is needed for the financial planning process, information about transactions between you and third parties and information from consumer reporting agencies, e.g., credit reports. We use this information to help you meet your personal financial goals.

With your permission, we disclose limited information to attorneys, accountants and mortgage lenders with whom you have established a relationship. You may opt out from our sharing information with these nonaffiliated third parties by notifying us at any time by telephone, mail, fax, email, or in person. With your permission, we share a limited amount of information about you with your brokerage firm in order to execute securities transactions on your behalf.

We maintain a secure office to ensure that your 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 your personal information to mailing list vendors or solicitors. We require strict confidentiality in our agreements with unaffiliated third parties that require access to your personal information, including financial service companies, consultants and auditors. Federal and state securities regulators may review our Company records and your personal records as permitted by law. Personally identifiable information about you will be maintained while you are a client 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 you in advance if our privacy policy is expected to change. We are required by law to deliver this *Privacy Notice* to you annually, in writing.

## BROCHURE SUPPLEMENT

### (Part 2B of Form ADV)

#### Education and Business Standards

Hutchinson Financial, Inc. requires that advisors in its employ have a bachelor's degree and/or further coursework demonstrating knowledge of financial planning and tax planning. Examples of acceptable coursework include: an MBA, a CFP®, a CFA, a ChFC®, CRPC®, JD, or CPA. Additionally, advisors must have work experience that demonstrates their aptitude for financial planning and investment management.

#### Professional Certifications

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

**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 62,000 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, 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.

The **CHARTERED FINANCIAL ANALYST, CFA®** Charter is a globally recognized, graduate-level investment credential. CFA® is a federally registered professional certification granted by the CFA Institute. Earning it demonstrates a commitment to professional ethics and expertise with the broad range of skills needed for competitive careers in the investment profession.

The CFA Program is organized into three levels, each culminating in a six-hour exam. The program curriculum progresses in complexity through three levels:

- **Level I:** Focuses on a basic knowledge of the ten topic areas and simple analysis using investment tools
- **Level II:** Emphasizes application of investment tools and concepts with a focus on valuation of all types of assets
- **Level III:** Focuses on synthesizing all of the concepts and analytical methods in a variety of applications for effective portfolio management and wealth planning

To earn the CFA charter, a candidate must have four years of qualifying investment work experience; must become a member of CFA Institute (the global association of investment professionals that administers the CFA charter), pledge to adhere to the CFA Institute Code of Ethics and Standards of Professional Conduct on an annual basis; must apply for membership to a local CFA member society; and must complete the CFA Program.

The CFA Program is a globally recognized, graduate level curriculum that provides a strong foundation of real-world investment analysis and portfolio management skills and practical knowledge needed in today's investment industry. It also emphasizes the highest ethical and professional standards. Completing the entire Program is a significant challenge that takes most candidates between two and five years. To ensure that the Program maintains a focus on the global investment management profession from the standpoint of practitioners, practicing CFA charter holders from around the world are involved at every stage of curriculum development, exam development, exam grading, and even the setting of the minimum passing scores.

There are currently more than 90,000 CFA charter holders working in over 135 countries around the world. Regulatory bodies in 19 countries recognize the CFA charter as a proxy for meeting certain licensing requirements. More than 125 distinguished colleges and universities around the world have incorporated a majority of the CFA Program curriculum into their own courses.

**The CHARTERED RETIREMENT PLANNING COUNSELOR™ and CRPC®** are federally registered marks and are professional certification marks granted in the United States by the College for Financial Planning.

The CRPC® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CRPC® certification. The course of study is designed to focus on clients' pre-and post-retirement needs, as well as issues related to asset management and estate planning.

To attain the right to use the CRPC® marks, an individual must satisfactorily complete an advanced college-level course of study incorporating the following topics: The Retirement Planning Process & Meeting Multiple Financial Objectives, Sources of Retirement Income, Personal Savings: Investing for Retirement, Employer-Sponsored Plans, Individual Deferred Compensation, Planning for Incapacity, Disability & Long-Term Care, When to Retire, Retirement Plan Distributions, Asset Management & Investment Strategy During Retirement, Income Taxes & the Retiree, Estate Planning and Retirement Cash Flow Considerations.

**The CHARTERED LIFE UNDERWRITER™ and CLU®** are federally registered marks and are professional certification marks granted in the United States by The American College. The authority to use the CLU® mark is granted by the Certification Committee of the Board of Trustees of The American College and that privilege is contingent on adherence to strict ethical guidelines.

The CLU® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CLU® certification. The course of study is designed to focus on insurance and risk management issues associated with the financial planning process. Educational coursework required to achieve the CLU® certification represents eight or more comprehensive college-level courses covering all aspects of insurance planning, estate and retirement issues, taxation, business insurance and risk management. Each CLU® must also complete a minimum of 30 hours of continuing education every two years and meet extensive experience requirements, ensuring the knowledge is both comprehensive and current.

A CLU® is trained to help you analyze your overall financial situation, determine the appropriate level of risk to assume, protect your family's current and future financial needs, achieve financial security using a wide range of insurance and financial planning tools, better manage taxes for yourself, your business and your estate, plan for a secure retirement and safeguard your family business.

**The CHARTERED FINANCIAL CONSULTANT™ and ChFC®** are federally registered marks and are professional certification marks granted in the United States by The American College. The authority to use the ChFC® mark is granted by the Certification Committee of the Board of Trustees of The American College and that privilege is contingent on adherence to strict ethical guidelines.

The ChFC® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold ChFC® certification. The course of study is designed to focus on all aspects of the financial planning process. Each ChFC® must also complete a minimum of 30 hours of continuing education every two years and meet extensive experience requirements, ensuring the knowledge is both comprehensive and current. A ChFC® is trained to help you create a comprehensive financial approach, protect your assets and manage risk with appropriate levels of insurance, manage taxes better for you and your business, help you secure your retirement, build an investment approach to help you reach your goals and enhance the value of your

**The ACCREDITED INVESTMENT FIDUCIARY® (AIF®)** designation represents a thorough knowledge of and ability to apply the fiduciary practices. AIF designees must accrue six hours of continuing professional education, attest to a code of ethics and maintain current contact information in fi360's designee database.



**Eric Hutchinson, CFP®, ChFC®, CLU®, AIF®**

**Educational Background:**

- Date of birth: July 21, 1952
- Attended University of Arkansas at Little Rock, Marketing, 1970 -1973
- CERTIFIED FINANCIAL PLANNER, 1993
- CHARTERED LIFE UNDERWRITER, 2003
- CHARTERED FINANCIAL CONSULTANT, 2009
- ACCREDITED INVESTMENT FIDUCIARY, 2013

**Business Experience:**

- Founder and President, Hutchinson Financial, Inc., 1988 - Present
- Founder and President, Hutchinson Insurance, Inc., 1988 – Present
- Stockbroker, Shearson Lehman Brothers, 1985 - 1988

**Other Business Activities:**

- President, EDH Enterprises, Inc., 1995 - Present
- Trustee, Eric Hutchinson Trust I, 1996 – Present
- Board Member, Arkansas Community Foundation, a charitable foundation.
- Chair, Finance Committee, Arkansas Community Foundation, with oversight responsibilities for ARCF's \$200 million dollar endowment.

**Disciplinary Information:**

There is no disciplinary history for Eric Hutchinson.

**Additional Compensation:**

As a licensed insurance agent, Eric Hutchinson may receive compensation from insurance sales handled through Hutchinson Insurance, Inc.

**Supervision:**

Eric Hutchinson is supervised by Rose Stone, Chief Compliance Officer of Hutchinson Financial. She reviews Eric Hutchinson's work through frequent office interactions as well as remote interactions. She also reviews Eric Hutchinson's activities through our client relationship management system.

Rose Stone's contact information:

(501) 223-9190 OR 800-635-9985, extension 113  
rose@hutchinsonfinancialinc.com

## **Matthew E. Speck, CFA®**

### **Educational Background:**

- Date of birth: November 28, 1984
- University of Arkansas at Little Rock, Bachelors of Business Administration, Double Major, Finance and Economics, Magna Cum Laude, 2007
- Member of the Donaghey Scholars Program
- Chartered Financial Analyst, CFA®, 2012
- Bloomberg Terminal Certification in Equity and Fixed Income
- Eagle Scout

### **Business Experience:**

- Portfolio Administrator, Hutchinson Financial, Inc., Little Rock, AR, 2014 to present
- Portfolio Analyst, Metropolitan Capital Management, Metropolitan National Bank, Little Rock, AR, 2008-2013
- Tax Preparer, Jackson Hewitt, Little Rock, AR, 2008
- Loan Servicing Intern, Arkansas Capital Corporation, Little Rock, AR 2006
- Physician's Assistant, Radiology Associates, Little Rock, AR 2004-2007

### **Disciplinary Information:**

There is disciplinary history for Matthew E. Speck.

**Other Business Activities:** None.

**Additional Compensation:** None.

### **Supervision:**

Matthew E. Speck is supervised by Eric Hutchinson, President, Hutchinson Financial. He reviews Matthew E. Speck's work through frequent office interactions as well as remote interactions. He also reviews Matthew E. Speck's activities through our client relationship management system.

Eric Hutchinson's contact information:

(501) 223-9190 OR 800-635-9985, extension 104

[eric@hutchinsonfinancialinc.com](mailto:eric@hutchinsonfinancialinc.com)

## **Jeffrey M. Welborn, AIF®**

### **Educational Background:**

- Date of birth: January 27, 1959
- Southern Methodist University, Edwin L. Cox Management School of Business, dual degrees, Bachelors of Arts in Macro Economics and Bachelors of Business Administration in Management, 1982

### **Business Experience:**

- Senior Retirement Consultant, Hutchinson Financial, Inc., Little Rock, AR, 2010 to present
- Retirement Consultant, A.J. Gallagher, San Francisco, CA, 2008 – 2010
- Consultant, D.V.T. Financial/ePlanning Securities, Alamo, CA, 2004-2007
- Business Development, Marsh & McLennan, San Francisco, CA, 2002-2004
- Regional Vice-President, ING Retirement Plans, San Francisco, CA, 2000-2002
- Regional Vice-President, Allmerica Financial, San Francisco, CA, 1998-2000

### **Disciplinary Information:**

There is no disciplinary history for Jeffrey M. Welborn

**Other Business Activities:** None.

**Additional Compensation:** None.

### **Supervision:**

Jeffrey M. Welborn is supervised by Eric Hutchinson, President, Hutchinson Financial. He reviews Jeffrey M. Welborn's work through frequent office interactions as well as remote interactions. He also reviews Jeffrey M. Welborn's activities through our client relationship management system.

Eric Hutchinson's contact information:

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eric@hutchinsonfinancialinc.com

## **Timothy M. Long, CRPC®**

### **Educational Background:**

- Date of birth: April 18, 1974
- University of Notre Dame, Notre Dame, IN, 1996 Bachelors of Arts in English Literature

### **Business Experience:**

- Financial Planner/401(k) Specialist, Hutchinson Financial, Inc., Little Rock, AR, 2012 to present
- First Command Financial Planning, Inc., North Little Rock, AR, 2001-2009
- Embassy Suites Hotels, Little Rock, AR, 2000-2001
- United States Marine Corps, 1996-2000

### **Disciplinary Information:**

There is no disciplinary history for Timothy M. Long.

**Other Business Activities:** None.

### **Additional Compensation:**

As a licensed insurance agent, Timothy M. Long may receive compensation from insurance sales handled through Hutchinson Insurance, Inc.

### **Supervision:**

Timothy M. Long is supervised by Eric Hutchinson, President, Hutchinson Financial. He reviews Timothy M. Long's work through frequent office interactions as well as remote interactions. He also reviews Timothy M. Long's activities through our client relationship management system.

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## **Robert T. “Cruncher” Gant, CRPC®**

### **Educational Background:**

- Date of birth: March 1, 1974
- Texas A & M University, Texarkana, TX, 2006, Bachelors of Applied Arts and Sciences

### **Business Experience:**

- Financial Planner/401(k) Specialist, Hutchinson Financial, Inc., Little Rock, AR, 2012 to present
- Edward Jones, Texarkana, TX and Klamath Falls, OR, 2006 – 2012
- SEE-Comm, New Boston, TX, 2005 - 2006
- ORR Hyundai, Texarkana, TX, 2005
- Cingular Wireless, Texarkana, TX, 1999 – 2005
- United States Air Force, 1994 - 1998

### **Disciplinary Information:**

There is no disciplinary history for Robert T. Gant.

**Other Business Activities:** None.

### **Additional Compensation:**

As a licensed insurance agent, Robert T. Gant may receive compensation from insurance sales handled through Hutchinson Insurance, Inc.

### **Supervision:**

Robert T. “Cruncher” Gant is supervised by Eric Hutchinson, President, Hutchinson Financial. He reviews Robert T. Gant’s work through frequent office interactions as well as remote interactions. He also reviews Robert T. Gant’s activities through our client relationship management system.

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