

COLTON GROOME FINANCIAL ADVISORS, LLC



ADV 2B Supplemental Brochure

This ADV 2B Brochure Supplement provides information about Matthew L. Groome that supplements the Colton Groome Financial Advisors, LLC ADV 2A Brochure. You should have received a copy of that brochure. Please contact Colin S. Larsen if you did not receive Colton Groome Financial Advisors, LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about Matthew L. Groome is available on the SEC's website at www.adviserinfo.sec.gov.

Matthew L. Groome

Colton Groome Financial Advisors, LLC

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Asheville, NC 28803

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Website: www.coltongroome.com

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Item 2 Educational Background and Business Experience

Matthew L. Groome, born 1983

A. Education and Professional Designations:

- Qualified Plan Financial Consultant (QPFC), 2013
- Certified Financial Planner™ (CFP®) professional, 2011
- Series 7, Series 66 FINRA licenses
- Certified Public Accountant (North Carolina), 03/2008 to Present
- Masters in Accounting, University of North Carolina Chapel Hill, NC, 2006
- Bachelor of Science in Business Administration, University of North Carolina, Chapel Hill, NC, 2005

B. Business Experience:

- Colton Groome Financial Advisors, LLC, Co-CEO, 01/2010 to Present
- Groome Holdings, LLC, Asheville, NC, Co-CEO, 1/16 to Present
- Colton Groome Insurance Advisors, Inc. Asheville, NC, Co-CEO, 07/2009 to Present
- ValMark Securities, Inc., Akron, OH, Registered Representative, 08/2009 to Present
- Valmark Advisers, Inc., Akron, OH Investment Advisor Representative, 01/2010 to 08/2018
- Dixon Hughes, PLLC, Charlotte, NC, Certified Public Accountant (CPA), 08/2006 - 07/2009

Qualified Plan Financial Consultant (QPFC)

The QPFC designation is offered and recognized by the American Society of Pension Professionals and Actuaries®. To earn the QPFC, candidates must a) successfully complete examinations for six classes, and b) meet one of the following requirements: 1) hold a Series 6, 7 or 65 license issued by FINRA (formerly NASD) and two letters of reference demonstrating at least 2 years of retirement plan related experience, 2) hold a state-life or annuity insurance license and two letters of reference demonstrating at least 2 years of retirement plan related experience, 3) hold Investment Advisor Representative or Registered Investment Advisor credentials and two letters of reference demonstrating at least 2 years of retirement plan related experience, or 4) have two letters of reference demonstrating at least 3 years of retirement plan related experience. Those who obtain the QPFC must complete 40 hours of continuing education every 2 years.

CFP® – Certified Financial Planner™

The CFP® designation is offered and recognized by the Certified Financial Planning Board of Standards, Inc. Candidates must have a bachelor's degree (or higher) from an accredited college or university and at least 3 years of full-time personal financial planning experience. Certificants must complete a CFP®-board registered program or hold one of the following designations; CPA, ChFC®, CLU®, CFA®, Ph.D. in business or economics, Doctor of Business Administration, or an Attorney's License. Certificants must also successfully pass a 2-day comprehensive examination and complete 30 hours of continuing education credits every 2 years.

Certified Public Accountant (CPA)

CPAs are licensed and regulated by their state boards of accountancy. While state laws and regulations vary, the education, experience and testing requirements for licensure as a CPA generally include minimum college education (typically 150 credit hours with at least a baccalaureate degree and a concentration in accounting), minimum experience levels (most states require at least one year of experience under the supervision of or verification by a CPA), and successful passage of the Uniform CPA Examination. All American Institute of Certified Public Accountants (AICPA) members are required to follow a rigorous *Code of Professional Conduct* which requires that they act with integrity, objectivity, due care, competence, fully disclose any conflicts of interest (and obtain client consent if a conflict exists), maintain client confidentiality, disclose to the client any commission or referral fees, and serve the public interest when providing financial services. In order to maintain a CPA license, states generally require the completion of 40 hours of continuing professional education (CPE) per year.

Item 3 Disciplinary Information

This Item is not applicable as there are no legal or disciplinary events.

Item 4 Other Business Activities

A. Advisor is actively engaged in the following investment-related businesses:

- Groome Holdings, LLC (Asheville, NC)
- Colton Groome Insurance Advisors, Inc. (Asheville, NC)
- Registered representative of Valmark Securities, Inc. (Akron, OH)
- Life/Health/Disability insurance agent with Executive Insurance Agency Inc. (Akron, OH)

Any or all of these registrations/licenses and their associated relationships creates a material conflict of interest with Clients. At no time however is a Client under an obligation to implement (with Advisor, Advisor's firm, or with any other firm) any or all of the suggestions. Implementation is solely at the Client's discretion. While Advisor endeavors at all times to put the interest of the Clients first as part of his/her fiduciary duty, Clients should be aware that the receipt of additional compensation itself creates an inherent conflict of interest, and may affect the judgment of Advisor when making recommendations.

B. Advisor's other significant business activities include:

- Member, Groome Family Enterprises, LLC, a real estate holding company
- Member, Tar Heels Holdings of WNC, LLC

Item 5 Additional Compensation

As a Registered Representative of a broker dealer, ValMark Securities, Inc., Matthew L. Groome is eligible to receive normal commissions associated with securities sales.

Matthew L. Groome is also eligible to receive insurance commissions surrounding the sales of insurance products sold through the insurance agency, Executive Insurance Agency, Inc.

Item 6 Supervision

This Advisor is supervised by Colin Larsen, Chief Compliance Officer.

Before accepting and implementing investment strategies recommended, these supervisory principals review and approve of all investment strategies. Accounts are reviewed periodically, usually at least annually by the Advisor. The Chief Compliance Officer also periodically reviews accounts and strategies. These initial and ongoing reviews are conducted generally under the direction of the Chief Compliance Officer, Colin Larsen, who may be reached at 828-252-1816 or via email at clarsen@coltongroome.com to discuss questions or concerns in connection with the compliance program.