

## Part 2B of Form ADV: *Brochure Supplement*

### Item 1 Cover Page

March 25, 2011

#### **This item lists information about our firm and Robert J. Healy**

This Brochure Supplement is for Robert J. Healy, **CPA/PFS, CFP®**

#### Our Name and Address:

R.J. Healy & Company  
3650 Mt. Diablo Blvd., Suite 235  
Lafayette, CA 94549

#### Our Contact Information:

Robert J. Healy, President  
(925) 944-5734  
(925) 944-0533 (fax)  
[rob@rjhealyco.com](mailto:rob@rjhealyco.com)

**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 providing services that involve the use of accounting, attest, compilation, management advisory, financial advisory, tax or consulting skills, all of which must be achieved under the supervision of or verification by a CPA), and successful passage of the Uniform CPA Examination. In order to maintain a CPA license, states generally require the completion of 40 hours of continuing professional education (CPE) each year (or 80 hours over a two year period or 120 hours over a three year period). Additionally, 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. The vast majority of state boards of accountancy have adopted the AICPA's *Code of Professional Conduct* within their state accountancy laws or have created their own.

**Personal Financial Specialist (PFS)** The PFS credential demonstrates that an individual has met the minimum education, experience and testing required of a CPA in addition to a minimum level of expertise in personal financial planning. To attain the PFS credential, a candidate must hold an unrevoked CPA license, fulfill 3,000 hours of personal financial planning business experience, complete 80 hours of personal financial planning CPE credits, pass a comprehensive financial planning exam and be an active member of the AICPA. A PFS credential holder is required to adhere to AICPA's *Code of Professional Conduct*, and is encouraged to follow AICPA's *Statement on Responsibilities in Financial Planning Practice*. To maintain their PFS credential, the recipient must complete 60 hours of financial planning CPE credits every three years. The PFS credential is administered through the AICPA.

**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.

## **Item 2 Educational Background and Business Experience**

### **This item gives you my background and experience**

I am Robert J. Healy, born 1954. I obtained my BA in Business Administration with minors in both Economics and Marketing from Loyola Marymount University in 1978. From May of 1978 through March of 1981, I was employed in the marketing department with Proctor and Gamble in Los Angeles, California. From April of 1981 through November of 1986, I was a staff member with Arthur Andersen & Co. in Los Angeles, California. In December of 1986 I became a Certified Public Accountant in the state of California. In January of 1987, I formed my own CPA firm, Robert Joseph Healy, CPA, and in December, 1996, I formed R. J. Healy & Company to provide financial planning and investment advisory services. In November of 2004, I obtained the Certified Financial Planner™, designation.

I am a member of the Financial Planning Association (FPA), American Institute of Certified Public Accountants (AICPA). I currently chair the California Society of CPAs (CalCPA) State Personal Financial Planning Committee. I am former chair of CalCPA East Bay Personal Financial Planning Committee and former President of CalCPA East Bay Chapter.

### **Item 3 Disciplinary Information**

**This item discusses any disciplinary problems involving me.**

There have been no disciplinary items or problems which involving me.

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

**This item tells you about any other business activities in which I am engaged.**

I am the sole proprietor of Robert Joseph Healy, CPA, which provides income tax planning and preparation services to individuals and business entities. Clients of my CPA firm often turn to me for assistance in financial planning. I expect that financial planning and investment advisory clients in some cases may also be clients for who tax planning and preparation services are provided.

There is no requirement for you to use my financial planning, investment advisory or tax services, the products I suggest or any other suggestions. I do not favor CPA firm clients over other financial planning and investment advisory clients in any way.

### **Item 5 Additional Compensation**

**This item discusses any additional fees or other compensation the firm or I may receive in connection with giving you or other clients financial planning and investment advice.**

Neither the firm nor I receive anything but financial planning and investment advisory fees for giving advice.

### **Item 6 Supervision**

**This item tells you about the firm's supervisory procedures.**

I am the President and the Chief Compliance Officer for the firm. I am responsible for supervising all personnel of the firm.

If you have any questions or concerns, please contact me, Robert J. Healy, at (925) 944-5734 or email me at [rob@rjhealyco.com](mailto:rob@rjhealyco.com).

### **Item 7 Requirements for State-Registered Advisers**

**This item discusses any disciplinary matters and other state-required matters.**

There are no disciplinary or other items concerning me or other state-required matters that need to be shown here.