

*This brochure supplement provides information about David Larkin George that supplements the Carlsbad Wealth Advisory Group, Inc. brochure. You should have received a copy of that brochure. Please contact David Larkin George, Chief Executive Officer if you did not receive Carlsbad Wealth Advisory Group, Inc.'s brochure or if you have any questions about the contents of this supplement.*

*Additional information about David Larkin George is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).*

**Carlsbad Wealth Advisory Group, Inc.**  
Form ADV Part 2B – Individual Disclosure Brochure

*for*

**David Larkin George**  
Investment Adviser Representative

Carlsbad Wealth Advisory Group, Inc.  
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UPDATED: 3/22/2012

## Item 2: Educational Background and Business Experience

**Name:** David Larkin George

**Born:** 1966

### **Education Background and Professional Designations:**

**Education:** BA Financial Services, San Diego State University – 1988

### **Designations:**

#### **CFP® - Certified Financial Planner**

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.

## **Business Background:**

2008 – Present

Chief Executive Officer  
Carlsbad Wealth Advisory Group, Inc.

1989 – 2008

Financial Advisor  
Ameriprise Financial

### **Item 3: Disciplinary Information**

Pursuant to negotiations with the Certified Financial Planning Board, David agreed to suspend his CFP designation from 8/23/2010 to 11/23/2010. This agreement was reached as a result of discussions concerning David's departure from Ameriprise Financial in March of 2008. After Mr. George's departure from Ameriprise, Ameriprise documented and reported customer complaints to FINRA. The various complaints were investigated by the California Department of Insurance as well as FINRA and no fines, suspensions, or disciplinary events resulted other than Mr. George's negotiations with the CFP Board. Mr. George strongly disagrees with Ameriprise's conduct during and after his termination.

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

David Larkin George is not engaged in any investment-related business or occupation (other than this advisory firm).

### **Item 5: Additional Compensation**

Other than salary and CWAG shareholder dividends, David Larkin George does not receive any economic benefit from any person, company, or organization, in exchange for providing clients advisory services through Carlsbad Wealth Advisory Group, Inc..

### **Item 6: Supervision**

As Chief Executive Officer of Carlsbad Wealth Advisory Group, Inc., David Larkin George works closely with Andrew Phillip Sontag, and all advice provided to clients is reviewed by

either Officer prior to implementation. David Larkin George's contact information is on the cover page of this disclosure document.

### **Item 7: Requirements For State Registered Advisers**

*This disclosure is required by California securities authorities and is provided for your use in evaluating this investment advisor representative's suitability.*

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David Larkin George has **NOT** been the subject of a bankruptcy petition at any time.