



Brochure Supplement
(Part 2B of Form ADV)

STEARNS FINANCIAL GROUP

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This brochure supplement provides information about the following persons and supplements the Stearns Financial Group brochure:

- J. Glenn Joyce, Jr.
- M. James McKee, III
- Sherry McKinney
- Haleh Moddasser
- Dennis G. Stearns
- Pamela S. Stearns
- John M. Thomas
- Phillip E. Williams, Jr.

You should have received a copy of the Stearns Financial Group brochure. Please contact J. Glenn Joyce, Jr. if you did not receive SFG's brochure or if you have questions about the contents of this supplement.

Additional information about these persons is available on the SEC's website at www.adviserinfo.sec.gov.

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Education and Business Standards

SFG requires that advisors in its employ have a bachelor's degree and further education or designations demonstrating knowledge of financial planning or tax planning. Examples of acceptable education include: an MBA, a master's degree in finance or a related discipline, or JD. Examples of acceptable designations include: a CFP®, a CFA, a ChFC, or CPA. Additionally, advisors must have work experience that demonstrates their aptitude for financial planning and investment management.

Professional Certifications

Employees' additional certifications and credentials explained in further detail:

Certified Financial Planner (CFP): Certified Financial Planners are licensed by the CFP Board to use the CFP mark. CFP certification requirements:

- Bachelor's degree from an accredited college or university.
- Completion of the financial planning education requirements set by the CFP Board (www.cfp.net).
- Successful completion of the 10-hour CFP® Certification Exam.
- Three-year qualifying full-time work experience.
- Successfully pass the Candidate Fitness Standards and background check.
- Agree annually to be bound by CFP Board's *Standards of Professional Conduct*.
- Complete 30 hours of continuing education every two years, including two hours on the *Code of Ethics* and *Standards of Professional Conduct*.

Chartered Financial Analyst (CFA): Chartered Financial Analysts are licensed by the CFA Institute to use the CFA mark. CFA certification requirements:

- Hold a bachelor's degree from an accredited institution or have equivalent education or work experience.
- Successful completion of all three exam levels of the CFA Program.
- Have 48 months of acceptable professional work experience in the investment decision-making process.
- Fulfill society requirements, which vary by society. Unless you are upgrading from affiliate membership, all societies require two sponsor statements as part of each application; these are submitted online by your sponsors.
- Agree to adhere to and sign the Member's Agreement, a Professional Conduct Statement, and any additional documentation requested by CFA Institute.
- Adhere to the CFA Institute Code of Ethics and Standards of Professional Conduct.

Chartered Financial Consultant (ChFC): Chartered Financial Consultants are certified by the Certification Committee of the Board of Trustees of The American College to use the ChFC mark. ChFC certification requirements:

- Hold a bachelor's degree from an accredited institution or have equivalent education or work experience.
- Successful completion eight college-level financial planning courses from The American College.
- Three years of full-time business experience. (A graduate or undergraduate degree qualifies as one year of business experience.)
- Successful completion of the ChFC Certification Exam.
- Agree to adhere to the ChFC Code of Ethics.
- Obtain 30 hours of continuing education credits every two years.

Chartered Life Underwriter (CLU): Chartered Life Underwriters are licensed by the Certification Committee of the Board of Trustees of The American College to use the CLU mark. CLU certification requirements:

- Hold a bachelor's degree from an accredited institution or have equivalent education or work experience.
- Successful completion eight college-level financial planning courses from The American College.
- Three years of full-time business experience. (A graduate or undergraduate degree qualifies as one year of business experience).
- Successful completion of the CLU Certification Exam.
- Agree to adhere to and CLU Code of Ethics.
- Obtain 30 hours of continuing education credits every two years.

Certified Public Accountant (CPA): Certified Public Accountants are licensed in the state in which they practice. While requirements to sit for the exam vary from state to state, the following are general CPA certification requirements:

- Hold a bachelor's degree from a regionally accredited institution with a concentration generally in accounting.
- Some states may also require a minimum amount of accounting and/or auditing experience.
- Successful completion of all four sections of the 14-hour Uniform CPA Exam.
- Agree to adhere to state board ethics and professional conduct requirements.
- The state board determines the continuing education requirements.

Certified Divorce Financial Analyst (CDFA): Certified Divorce Financial Analysts are certified by the Institute for Divorce Financial Analysts (IDFATM). CDFA certification requirements:

- Must currently work in the financial services, accounting, or family law profession
- Three years of experience in the financial services, accounting, or family law profession
- Successful completion of four module examinations within one year. Module four consists of a comprehensive case study examination.
- Obtain 15 divorce-related hours of continuing education credits every two years.

Item 2 Educational Background and Business Experience

Educational Background:

- University of North Carolina – Chapel Hill – Bachelor of Arts in Economics and Industrial Relations; 1989
- Certified Financial Planner (CFP); 2006
- Chartered Financial Analyst (CFA); 2008

Note: See **Professional Certifications** beginning on page 1 for an explanation of the minimum qualifications required for these designations.

Business Experience:

- Vice President, Investment Analyst and Investment Committee Member – Stearns Financial Group – October 2003 to present.

Item 3 Disciplinary Information

None

Item 4 Other Business Activities

None

Item 5 Additional Compensation

All SFG employees benefit from a performance-based bonus system. For certain advisors, a portion of this bonus is related to growth from the clients we serve.

Item 6 Supervision

J. Glenn Joyce, Jr. is supervised by Dennis Stearns, President. He reviews Mr. Joyce's activities through frequent office interactions as well as remote interactions.

Dennis Stearns' contact information:

(336) 230-1811

dstearns@sfsg.net

Item 2 Educational Background and Business Experience

Educational Background:

- Wake Forest University – Bachelor of Science in Accountancy; 1980
- University of North Carolina – Greensboro – Master of Business Administration (MBA); 1984
- Certified Public Accountant (CPA); 1983
- Chartered Life Underwriter (CLU); 1990
- Chartered Financial Consultant (ChFC); 1991
- Certified Financial Planner (CFP); 2002
- Chartered Financial Analyst (CFA); 2008

Note: See **Professional Certifications** beginning on page 1 for an explanation of the minimum qualifications required for these designations.

Business Experience:

- Senior Financial Advisor and Investment Committee Member – Stearns Financial Group – 2001 to present.
- Investment Committee Chairman – Stearns Financial Group – 2007 to present.

Item 3 Disciplinary Information

None

Item 4 Other Business Activities

None

Item 5 Additional Compensation

All SFG employees benefit from a performance-based bonus system. For certain advisors, a portion of this bonus is related to growth from the clients we serve.

Item 6 Supervision

M. James McKee III is supervised by Dennis Stearns, President. He reviews Mr. McKee's activities through frequent office interactions as well as remote interactions.

Dennis Stearns' contact information:

(336) 230-1811

dstearns@sfg.net

Item 2 Educational Background and Business Experience

Educational Background:

- University of North Carolina – Chapel Hill - Bachelor of Science Business Administration; 1985
- University of North Carolina – Greensboro – Master of Business Administration (MBA); 1989
- Certified Public Accountant (CPA); 1990
- Certified Financial Planner (CFP); 2004

Note: See **Professional Certifications** beginning on page 1 for an explanation of the minimum qualifications required for these designations.

Business Experience:

- Financial Planning Manager – Stearns Financial Group – November 2010 to present.
- Financial Advisor – Capital Management, Inc. – May 2004 to July 2009

Item 3 Disciplinary Information

None

Item 4 Other Business Activities

None

Item 5 Additional Compensation

All SFG employees benefit from a performance-based bonus system. For certain advisors, a portion of this bonus is related to growth from the clients we serve.

Item 6 Supervision

Sherry McKinney is supervised by Dennis Stearns, President. He reviews Mrs. McKinney's activities through frequent office interactions as well as remote interactions.

Dennis Stearns' contact information:

(336) 230-1811

dstearns@sfsg.net

Item 2 Educational Background and Business Experience

Educational Background:

- University of North Carolina – Chapel Hill – Bachelor of Arts in Journalism; 1985
- Certified Public Accountant (CPA); 1992

Note: See **Professional Certifications** beginning on page 1 for an explanation of the minimum qualifications required for these designations.

Business Experience:

- Financial Advisor – Stearns Financial Group – January 2011 to present
- Certified Public Accountant – Hughes, Pittman and Gupton – August 2010 to December 2010
- Assistant Treasurer – Burlington Industries – 1993 to 1997
- Senior Accountant – Price Waterhouse – 1989-1991

Item 3 Disciplinary Information

None

Item 4 Other Business Activities

Alla Prima Studio – a small arts studio; Owner/Operator. Haleh teaches art classes and paints professionally. Receives limited compensation from tuition and art sales. 12-15 hours per month.

Item 5 Additional Compensation

All SFG employees benefit from a performance-based bonus system. For certain advisors, a portion of this bonus is related to growth from the clients we serve.

Item 6 Supervision

Haleh Moddasser works out of our Chapel Hill, NC office. Ms. Moddasser is supervised by Dennis Stearns, President. He reviews Ms. Moddasser's activities through periodic office visits as well as remote interactions.

Dennis Stearns' contact information:

(336) 230-1811

dstearns@sfsg.net

Item 2 Educational Background and Business Experience

Educational Background:

- University of South Florida – Bachelor of Arts in Finance; 1978
- American College – Master of Arts in Finance; 1987
- Chartered Financial Consultant (ChFC); 1983
- Certified Financial Planner (CFP); 1990

Note: See **Professional Certifications** beginning on page 1 for an explanation of the minimum qualifications required for these designations.

Business Experience:

- President, Chief Compliance Officer and Investment Committee Member – Stearns Financial Group – 1991 to present

Item 3 Disciplinary Information

None

Item 4 Other Business Activities

None

Item 5 Additional Compensation

All SFG employees benefit from a performance-based bonus system. For certain advisors, a portion of this bonus is related to growth from the clients we serve.

Item 6 Supervision

Dennis Stearns' compliance-related activities are supervised by J. Glenn Joyce, Jr., Vice President and the management team, which includes members of the Investment and Risk Committees. Mr. Joyce reviews Mr. Stearns' compliance-related activities through frequent office interactions as well as remote interactions.

J. Glenn Joyce, Jr.'s contact information:

(336) 230-1811

gjoyce@sfsg.net

Item 2 Educational Background and Business Experience

Educational Background:

- University of California – Los Angeles – Bachelor of Arts in Economics; 1979
- University of California – Irvine – Master of Business Administration (MBA); 1983
- Certified Public Accountant (CPA); 1985 – California
- Certified Divorce Financial Analyst (CDFA); 2007
- Certified Public Accountant (CPA); 2009 – Licensed to practice in North Carolina

Note: See **Professional Certifications** beginning on page 1 for an explanation of the minimum qualifications required for these designations.

Business Experience:

- Chief Financial Officer – Stearns Financial Group – May 2007 to present.
- President – Navigating Wealth – January 2005 to May 2007

Item 3 Disciplinary Information

None

Item 4 Other Business Activities

None

Item 5 Additional Compensation

All SFG employees benefit from a performance-based bonus system. For certain advisors, a portion of this bonus is related to growth from the clients we serve.

Item 6 Supervision

Pamela Stearns is supervised by Dennis Stearns, President. He reviews Mrs. Stearns' activities through frequent office interactions as well as remote interactions.

Dennis Stearns' contact information:

(336) 230-1811
dstearns@sfsg.net

Item 2 Educational Background and Business Experience

Educational Background:

- University of Virginia – Bachelor of Arts in Economics and Foreign Affairs; 1992
- Loyola College – Master of Business Administration (MBA); 1997
- Chartered Financial Analyst (CFA); 2002
- Certified Financial Planner (CFP); 2005

Note: See **Professional Certifications** beginning on page 1 for an explanation of the minimum qualifications required for these designations.

Business Experience:

- Vice President, Portfolio Manager and Investment Committee Member – Stearns Financial Group – May 2005 to present.

Item 3 Disciplinary Information

None

Item 4 Other Business Activities

None

Item 5 Additional Compensation

All SFG employees benefit from a performance-based bonus system. For certain advisors, a portion of this bonus is related to growth from the clients we serve.

Item 6 Supervision

John M. Thomas is supervised by Dennis Stearns, President. He reviews Mr. Thomas' activities through frequent office interactions as well as remote interactions.

Dennis Stearns' contact information:

(336) 230-1811

dstearns@sfsg.net

Item 2 Educational Background and Business Experience

Educational Background:

- Wake Forest University – Bachelor of Science in Mathematical Economics; 2006
- Chartered Financial Analyst (CFA); 2011

Note: See **Professional Certifications** beginning on page 1 for an explanation of the minimum qualifications required for these designations.

Business Experience:

- Financial Analyst and Investment Committee Member – Stearns Financial Group – August 2011 to present.
- Assistant Vice President – Bank of America – January 2010 to August 2011.
- Analyst – Banc of America Securities – June 2006 to April 2009.

Item 3 Disciplinary Information

None

Item 4 Other Business Activities

None

Item 5 Additional Compensation

All SFG employees benefit from a performance-based bonus system. For certain advisors, a portion of this bonus is related to growth from the clients we serve.

Item 6 Supervision

Phillip E. Williams, Jr. is supervised by Glenn Joyce, Vice President and Investment Analyst. He reviews Mr. Williams' activities through frequent office interactions as well as remote interactions.

Glenn Joyce's contact information:

(336) 230-1811

gjoyce@sfsg.net