

# **FORM ADV Part 2B**

Disclosure Brochure Supplement • 11/02/2015

## **LEONARD RICHARD SIMPSON**

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## **20/20 CAPITAL MANAGEMENT, INC**

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MAIN PHONE: 714-433-1299

This brochure supplement provides clients with information about LEONARD SIMPSON that supplements the 20/20 Capital Management Form ADV 2A or other relevant program disclosure brochures.

You should have received a copy of the 20/20 Capital Management, Inc Form ADV 2A or other relevant program disclosure brochures. Please contact THOMAS KRUEGER, Supervisory Specialist at (888) 541-9694 x708 if you did not receive a copy of the relevant disclosure brochure or if you have any questions about the contents of this brochure supplement. 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.

Additional information about LEONARD SIMPSON is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## **EDUCATIONAL BACKGROUND & BUSINESS EXPERIENCE**

20/20 Capital Management requires that all investment advisor supervised persons in an advisory function within the firm possess, minimally, a college degree and/or appropriate business experience or designations.

LEONARD RICHARD SIMPSON

Year of birth: 1954

### **Education**

North Miami High School, North Miami, Florida, 1973

Florida International University, Bachelor's Degree, Criminal Justice, 1979

University of Davis, Davis California, Certificate Program in Personal Financial Planning, 2001

### **Business Experience**

- Managing Partner, 20/20 Capital Management, Inc, (10/2015 – Present)
- Managing Partner, 20/20 Financial Advisers, LLC – Holding Company (A Delaware L.L.C.), (01/2007 – Present)
- Managing Partner, 20/20 Financial Advisers of Sacramento, L.L.C. (01/2006-Present)
- Registered Principal, Registered Representative and Investment Advisor Representative, Ameritas Investment Corp.(05/2004-Present)
- Agent with Ameritas Life Insurance (04/2004-Present)
- Agent with Union Central Life Insurance (06/2006-12/2011)
- Agent, Acacia Life Insurance, (04/2004-12/2011)
- Agent with Ameritas Variable Life Insurance (04/2004-04/2007)
- Agent & Branch Manager, The Equitable Life Assurance Society of The United States, (09/1987-04/2004)
- Registered Principal, Registered Representative and Investment Advisor Representative with EQ Financial Consultants, Inc. (09/1987-05/2004)

### **Professional Licenses/Designations**

Accredited Investment Fiduciary (AIF) - The Accredited Investment Fiduciary® (AIF®) professional designation is the industry's first and only designation that demonstrates knowledge and competency in the area of fiduciary responsibility and communicates a commitment to standards of investment fiduciary excellence. AIF designees have a reputation in the industry for the ability to implement a prudent process into their own investment practices as well as being able to assist others in implementing proper policies and procedures. AIF designees are required to abide by the designation's Code of Ethics and complete six hours of continuing education annually.

Registered Financial Consultant (RFC) - The RFC is a professional designation awarded by the IARFC to those financial advisors who meet high standards of education, experience and integrity. A candidate must possess an undergraduate or graduate financial planning degree, or have earned one of the following designations: AAMS, AEP, CEP, CFA, CFP, ChFC, CLU, CPA, EA, LUTC, MS, MBA, JD, Ph.D, or completed a CFP equivalent, IARFC-approved college curriculum, have 4 years of full- time experience as a financial planning practitioner, and if operating on a commission basis, must meet licensing requirements for securities and life and health insurance, but if operating strictly as fee-only and not licensed, then must be registered as an investment adviser. A RFC must complete 40 hours of continuing education per year and meet the IARFC Code of Ethics.

Series 65 - Uniform Registered Investment Adviser Law Exam (RIA)--To obtain the Series 65 an initial qualifying exam administered by the Financial Industry Regulatory Authority ("FINRA") must be passed. Continuing Education requirement include attending an Annual Compliance Meeting and Firm Element Training. Also required to be taken is a computer based program within 120 days of the second anniversary of obtaining the registration and every three years thereafter.

## **DISCIPLINARY INFORMATION**

Clients and prospective clients can view the CRD records (registration records) for LEONARD SIMPSON through the SEC's Investment Adviser Public Disclosure (IAPD) website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) or FINRA's Broker Check database online at [www.finra.org/brokercheck](http://www.finra.org/brokercheck).

Your Investment Adviser Representative currently has no material legal or disciplinary events to disclose. Materiality is subject to 20/20 Capital Management's discretion, and/or defined by the SEC for purposes of this disclosure document.

## **OTHER BUSINESS ACTIVITIES**

LEONARD SIMPSON may receive commissions, bonuses or other compensation based on the sale of securities or other investment products, including as a registered representative of Ameritas Investment Corp (AIC) – A broker dealer. This may include distribution or service ("trail") fees from the sale of mutual funds. While your IARs endeavor at all times to put your interest first as part of AIC's fiduciary duty, you should be aware that the receipt of additional compensation itself creates a conflict of interest, and may affect the judgment of these individuals when making recommendations.

Your investment adviser operates under a DBA name, listed below.

- 20/20 Financial Advisers of Sacramento, L.L.C.

Your investment adviser is licensed as an independent insurance agent for the purpose of selling fixed insurance products.

Your investment adviser offers fixed insurance products through a DBA name, listed below.

- 20/20 Financial Advisers of Sacramento, L.L.C.

In addition, your investment adviser has the following other investment-related business activities to disclose, listed below.

- Managing Partner, 20/20 Financial Advisers, LLC – Holding Company (A Delaware L.L.C.
- Managing Partner, 20/20 Financial Advisers of Sacramento, L.L.C.

## **ADDITIONAL COMPENSATION**

LEONARD SIMPSON may be eligible to receive incentive prizes, awards, and certain reimbursements for advertising, sales literature and promotions offered by product promoters such as mutual fund or insurance companies. Our policy is to permit all advisory representatives to accept such awards and prizes to the extent that they are usual and customary within the industry, and in compliance with the SEC, FINRA, or state rules, regulations or guidelines. Because an advisory representative may receive such incentives, a conflict of interest exists.

Your investment adviser has no additional compensation to disclose.

## **SUPERVISION**

The individual responsible for monitoring the advisory activities of LEONARD SIMPSON is THOMAS KRUEGER, Supervisor THOMAS may be reached at (888) 541-9694 x708. THOMAS reviews the trading activities of LEONARD SIMPSON. In addition, each portfolio manager signs off on their individual trade blotter on a daily basis and THOMAS KRUEGER cross-checks all trades.