



AUGUSTINE

A S S E T M A N A G E M E N T



Form ADV Part II

Brochure Cover Page

Augustine Asset Management, Inc.
SEC File No. 801--23187

1551 Atlantic Blvd., Suite 103
Jacksonville, FL 32207

Phone: 904-396-6944
Email: inquiries@augustineasset.com
Website: www.augustineasset.com

3/11/2019

This brochure provides information about the qualifications and business practices of Augustine Asset Management, Inc. (the "Firm"). If you have any questions about the contents of this brochure, please contact Steven M. Herbert at 904-396-6944 or sherbert@augustineasset.com. 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. Augustine Asset Management, Inc. is a SEC registered investment adviser. Registration of an investment adviser does not imply any level of skill or training.

Additional information about Augustine Asset Management, Inc. also is available on the SEC's website at www.adviserinfo.sec.gov.

2. MATERIAL CHANGES

There have been no material changes at Augustine Asset Management, Inc. in 2018.

3. TABLE OF CONTENTS

1. Cover Page	Page 2
2. Material Changes	Page 3
3. Table of Contents	Page 4
4. Advisory Business	Page 5
5. Fees and Compensation	Page 6
6. Performance Based Fees and Side-by-Side Management	Page 7
7. Types of Clients	Page 8
8. Method of Analysis, Investment Strategies, and Risk of Loss	Page 9
9. Disciplinary Information	Page 11
10. Other Financial Industry Activities and Affiliations	Page 11
11. Code of Ethics, Participation or Interest in Client Transaction and Personal Trading	Page 12
12. Brokerage Practices	Page 14
13. Review of Accounts	Page 16
14. Client Referrals and Other Compensation	Page 16
15. Custody	Page 17
16. Investment Discretion	Page 17
17. Voting Client Securities	Page 17
18. Financial Information	Page 18
Supplement-Part 2B Investment Management Team	Page 19
CFA Institute Financial Adviser Statement	Page 22
CFP Certification Explanation Statement	Page 23
CPA Explanation Statement	Page 24

4. ADVISORY BUSINESS

FIRM PROFILE

Augustine Asset Management, Inc. (Augustine) was founded in 1985 and is a privately owned investment management firm registered with the Securities and Exchange Commission (SEC) under the Investment Advisers Act of 1940.

Augustine oversees \$271.2 million in assets under management, including \$5.2 million on a non-discretionary basis, in 247 accounts representing 67 client relationships. The firm is a fee only investment manager exclusively engaging in investment and portfolio management services.

Augustine Asset Management, Inc. serves high net worth individuals and families and institutions such as nonprofit corporations, pension and profit sharing plans, and charitable endowments.

Augustine's senior decision makers have experience at world-class investment firms and have shared insights over long careers in investments to form a cohesive team and a robust decision-making process. These senior members each have over 20 years of investment experience and collaborate in a philosophically consistent and nimble structure to allow for unearthing opportunities that may be missed by a more rigid environment.

MISSION STATEMENT

Assisting our clients in achieving their financial objectives is our firm's mission. Understanding client goals and risk preference, managing portfolio assets in a prudent manner, and providing a high level of service and support are our fiduciary responsibilities and the focus of our experienced team of investment and client service professionals.

5. FEES AND COMPENSATION

Augustine's fees are based on the market value of assets managed, as follows:

Private Client Advisory Fee Schedules (minimum assets of \$1 million)

<u>Portfolio Size</u>	<u>Equity & Balanced</u>	<u>Fixed Income</u>
Up to \$2 million	1.00%	0.70%
\$2 million - \$10 million	0.80%	0.60%
More than \$10 million	0.65%	0.55%

Institutional Fee Schedules (minimum assets of \$15 million)

Global Equity 0.75% on the first \$15 million; 0.65% on the next \$35 million; 0.55% on the next \$50 million; 0.50 thereafter.	Core Fixed Income 0.40% on the first \$15 million; 0.30% on the next \$35 million; 0.20% on the next \$50 million; 0.15% thereafter.
Emerging Markets Equity 0.95% on the first \$15 million; 0.90% on the next \$35 million; 0.85% on the next \$50 million; 0.75% thereafter.	Short Term Fixed Income 0.35% on the first \$15 million; 0.20% on the next \$35 million; 0.15% thereafter.
Passive Optimized Equity 0.25% on the first \$5 million; 0.18% thereafter.	

The fee schedules are applied incrementally to the market value of the account, computed quarterly and billed at one-fourth the annual rate above, and are subject to negotiation in certain circumstances. Fees are payable in arrears at the end of a quarter.

The above fee schedule and client fee contracts do not include commissions, fees, margin interest, and other charges which may be levied directly by the custodians or executing brokers and charged directly to the client's account.

The firm has no formal relationships with third parties for the purpose of compensating a third party and/or representative in exchange for recommending potential clients to Augustine.

6. PERFORMANCE-BASED FEES AND SIDE-BY-SIDE MANAGEMENT

Side-by-side management refers to the practice of managing accounts that are charged performance-based fees simultaneously with managing accounts that are not charged performance-based fees. Augustine has no client arrangements whereby Augustine is compensated based upon the performance of the managed assets. Therefore, no conflicts exist between accounts and/or between the firm and accounts as to how they are managed, and how and when trades are executed.

7. TYPES OF CLIENTS

Augustine serves high net worth individuals and families and institutions such as nonprofit corporations, pension and profit sharing plans, and charitable endowments, which includes Mission Related Investment (MRI) portfolios encompassing our ESG capabilities.

8. METHOD OF ANALYSIS, INVESTMENT STRATEGIES AND RISK OF LOSS

CLIENT ADVISORY APPROACH

Augustine Asset Management's goal is to grow our clients' resources through management of financial assets. After consultation and agreement with clients regarding investment goals and risk tolerance, we manage portfolios on a fully discretionary basis to achieve objectives within prudent levels of risk. Recurring review of investment results, client objectives, and market conditions is an important part of our asset management process as client needs and the financial landscape change.

Augustine manages equity, fixed income, and balanced strategies and determines allocation among the broad financial asset classes according to client return and risk objectives. Ultimately, success in our duties is management of portfolios that meets or exceeds the goals agreed upon with clients, measured over a full market cycle and against appropriate benchmarks.

INVESTMENT PHILOSOPHY

Equity:

We believe that superior long-term investment results are created by early identification of industry change and the selection of high-quality companies that are the primary drivers and beneficiaries of that change.

We construct portfolios according to our thematic thinking regarding the relative attractiveness of industries and the strategic position of individual companies using our fundamental analysis. Company stocks are evaluated globally based on earnings growth, valuation, and quality.

While benchmark aware, this process is performed free from style, market cap, or geographic constraints resulting in a concentrated global portfolio designed to deliver truly active returns while diversifying for risk.

Fixed Income:

We construct fixed income portfolios with an active strategy regarding duration and credit quality based on our expectations for interest rates and issuer repayment performance. Our fundamental review of analyzing the issuer's balance sheet, cash flow, sensitivity to the economic cycle, competitive position, and salient market factors identifies bonds with attractive risk-adjusted yields.

Risk:

Investing in securities involves risk of loss that clients should be prepared to bear. Types of risks that may exist include: loss of principal risk, interest rate risk, market risk, inflation risk, currency risk, business risk, and liquidity risk. Identifying and managing specific risks is an essential part of portfolio construction.

INVESTMENT STRATEGIES

Augustine investment team manages proprietary strategies based on its research on the economy, capital markets, and individual securities. The firm customizes client-specific portfolios by allocating assets among the following strategies:

Strategy	Objective & Characteristics
Global Core Equity	Capital appreciation. Thematically focused and globally diverse.
Global Yield Equity	Income and capital appreciation. Moderate volatility.
Emerging Market Equity	Capital appreciation and income from emerging markets.
Passive Optimized Equity	Capital appreciation and income in line with the Benchmark Index
Core Fixed Income	Income. Low volatility. Active credit and interest rate strategy.
Short Term Fixed Income	Income. Low volatility. Low interest rate risk.
Balanced Allocation	Capital appreciation and income from stock and bond investments.

9. DISCIPLINARY INFORMATION

Neither Augustine, nor any of its employees are currently or have ever been involved in or accused of any impropriety or illegal activity related to its business activities. Nor has the firm or any employees had its licenses to practice suspended or revoked at any time.

10. OTHER FINANCIAL INDUSTRY ACTIVITIES AND AFFILIATIONS

Providing investment advisory services to clients is the sole and exclusive business of Augustine and its employees in the financial and related fields. Augustine is a fee-only investment advisory firm, whose sole source of revenue is generated by contractual agreements with clients as a percentage of assets under management. There are no formal business relationships between Augustine and/or any of its employees and any third party where a conflict of interest may arise. There exist no third party arrangements providing compensation in exchange for securing new clients or referrals.

11. Code of Ethics, Participation or Interest in Client Transactions and Personal Trading

- I. In so far as our clients are concerned, we are fiduciaries and must always conduct ourselves as such. The client's interest must always come first.
- II. Violations of appropriate conduct, fiduciary principles, and applicable laws and regulations will be reported to the Securities and Exchange Commission regardless of the person or persons involved.
- III. Participation by an "access person" on their own behalf or on behalf of firm client(s) in non-market traded security transactions such as Initial Public Offerings (IPO's), private placements and private equity investments must be reviewed and pre-approved by compliance and the firm's President.
- IV. Political contributions made to a political official or candidate for public office by individual access persons in their own name or on behalf of the firm in the firm's name must have prior approval of the President. Contributions which may directly impact the ability of Augustine Asset Management to engage in business with a government entity are prohibited. A record of all political contributions will be kept by the Chief Compliance Officer. A political contribution is defined as any gift, subscription, loan, advance, or deposit of money or anything of value except volunteering activities.
- V. Nothing of material value as defined as a maximum \$150 value, not including meals, will be taken from or given to any client, broker or other supplier of goods and services to this firm.
- VI. Prior approval of the President is required before any outside business activities are accepted by employees of the firm.
- VII. All "access" personnel will pre-clear all securities trades in their accounts with the Chief Compliance Officer.
- VIII. There will be post-trade monitoring of all trades by access personnel by the Chief Compliance Officer.
- IX. Insider trading, the utilization of material non-public information for the purpose of making investment and/or trading decisions on behalf of access persons and/or clients is expressly prohibited. Violators will be subject to termination.

An "access person" is defined by the SEC as any supervised person of the Company who has access to non-public information regarding any clients' purchase or sale of securities, or who is involved in making securities recommendations to clients, or who has access to such recommendations that are non-public. The Company considers all full time employees to be "access persons."

A copy of the code of ethics is available to all clients upon request.

Augustine has a policy whereby the Chief Compliance Officer of the firm reviews the purchases and sales of equity and fixed income securities by its officers, employees, and related individuals. Augustine's policy is based upon the requirement that no employee may use information acquired by the employee in the conduct of employment when this may occur at the expense of a client or be in any way contrary to the client's interests. Accordingly, all officers, employees and related individuals are required to avoid knowingly purchasing or selling securities in such a way as to compete in the marketplace with clients or otherwise adversely affect their transactions, using knowledge of client security transactions to profit by the market impact of such

transactions, or using for one's own benefit or giving to others information on proposed or current client transactions. In addition, each such person will be required to report to the Chief Compliance Officer every security transaction in which he has any direct or indirect beneficial ownership or interest.

The Company will provide to each supervised person a copy of this Code of Ethics and any amendments. Each supervised person is required to acknowledge, in writing, their receipt of those copies. In addition, each supervised person must annually recertify that they have re-read, understands and has complied with the code.

Augustine claims compliance with the CFA Institute Asset Manager Code of Professional Conduct. This claim has not been verified by CFA Institute.

12. BROKERAGE PRACTICES

Augustine advises clients in the selection of an appropriate securities custodian and broker. Custodians and brokers that we recommend must meet high standards for capabilities in trading, clearing, custody, and reporting. In particular, we only recommend institutions that maintain a strong capital position and take minimal proprietary risk. By working with high quality service providers of custody and trading services, Augustine is able to provide asset management services as a fiduciary to our clients exclusive of the conflicts of interest inherent with investment advisers that act as their own or are employed by a broker/dealer and custodian.

Some clients, when undertaking an advisory relationship, already have a pre-established relationship with a broker, and they will instruct Augustine to execute all transactions through that broker. In the event that a client directs Augustine to use a particular broker or dealer, it should be understood that under those circumstances Augustine will not have authority to negotiate commissions, obtain volume discounts and best execution may not be achieved. In addition, under these circumstances a disparity in commission charges may exist versus the commissions charged to other clients.

With respect to client accounts where Augustine has discretionary authority to determine the securities to be bought or sold, the amount of securities to be bought or sold, the broker dealer to be used and the commission rates to be paid, Augustine will seek prompt execution of orders at the most favorable price reasonably obtainable, and in doing so, will consider a number of factors including without limitation: 1) the overall direct net economic result to the client (including commission and other fees); 2) the financial strength or stability of the broker; 3) the broker's ability to effect the transaction (as in large aggregated block transactions); 4) the efficiency with which the transaction is effected by the broker; 5) the availability of the broker to stand ready to execute difficult transactions in the future, and other matters which may include the receipt of "brokerage and research services" as defined in and in compliance with the Securities Acts amendments of 1975. Such services typically involve securities reports and analyses covering a broad range of information utilized in developing investment strategies. Research services furnished by brokers through whom Augustine effects securities transactions are used in servicing all of Augustine's clients.

In accordance with Augustine's policies as outlined above, Augustine may not necessarily seek the lowest commission available but rather a commission which has been and is expected to remain competitive in light of the other factors outlined above. Augustine strives to secure market competitive commission schedules with all of the custodians with which it does business. In order to ensure equal treatment of clients, Augustine aggregates orders for separate clients and affects all the orders as a single transaction, thus, ensuring all clients receive the same price for a given transaction. Augustine selects brokers to effect such aggregated orders in accordance with its standard policies as outlined above and, as a result, any client who directs Augustine to place account orders through specific brokers may forego benefits (i.e. equal treatment) received from such aggregated orders.

If and when trade error occurs prompt action is taken to resolve the error with the objective of returning the client's account to the position it would have been in had there been no error. The

client is always made whole in the event of an error.

Augustine has developed relationships with bond dealers currently on the New York Federal Reserve Bank's list of "Primary Dealers". For fixed income transactions, Augustine seeks to secure the most competitive pricing from among these dealers. No additional compensation and/or commissions are paid to these dealers. Many of our custodians assess a trade-away fee for such transactions but the fees are modest and more than offset by the competitive price obtained.

A portion of Augustine's research costs are reimbursed as permitted under the "Safe Harbor" provision of Section 28(e) of the Securities Exchange Act of 1934. Specifically, we have agreements with Fidelity Capital Markets and Charles Schwab and Company. Commission rates of both agreements are equivalent and are among the lowest available in the industry. Augustine determines the percent of services which is considered investment research for the benefit of all clients. All portions of costs attributable to non-research are paid directly by Augustine.

13. REVIEW OF ACCOUNTS

We believe consistent provision of information and recurring dialogue are key elements to successfully serving clients. Clients receive:

- A portfolio appraisal from Augustine that shows a complete listing of holdings by individual security, industry sector and broad asset class, including cost and current market values, on a quarterly basis.
- A portfolio statement from the custodian(s) summarizing all holdings and transactions and identifying sources of dividend and interest income, on at least a quarterly but more commonly a monthly basis, dependent upon account activity.
- A letter from Augustine describing our assessment of the economy and financial markets, on a quarterly basis.
- Confirmations from the custodian(s) describing all transactions, immediately after transactions occur.

We pride ourselves on offering a high level of personal service and competence throughout our organization. Immediate access to our investment and client service team is available to address questions or concerns.

14. CLIENT REFERRALS AND OTHER COMPENSATION

Augustine Asset Management, Inc. derives most of its new clients via referral from existing clients. Augustine does not provide compensation in any form to any third party who may refer a new client. Augustine is a “fee only” investment adviser and as such only receives fees from the management of client assets.

15. CUSTODY

It is Augustine's policy not to take possession of client funds. Instead, client funds and securities are maintained with a qualified custodian. Augustine does not act as custodian nor does it have a related party that acts as custodian. Clients are instructed to make deposits to the custodian holding their account(s). In the event that a check is received by Augustine made payable to Augustine in error, a copy of the check is made and the check is returned to the client via a suitable means (one with tracking and capability) that same day.

16. INVESTMENT DISCRETION

Pursuant to the terms of the investment agreement signed by Augustine and the client, Augustine has discretionary authority to purchase and sell securities for the client's account, without first obtaining specific client consent for each transaction. However, prior to the investment of any client funds, Augustine consults with the client in order to establish investment guidelines and objectives that will determine the scope of investment activity within the account. In specific situations Augustine will refrain from investing in a particular company or industry as requested by a client. In addition, a client may request certain securities in the account not be sold without prior consultation.

17. VOTING CLIENT SECURITIES (Proxy Voting)

Upon initiation of a client relationship with Augustine the client is offered the option to have Augustine review and vote all proxy statements on behalf of the client. The client may change their decision at any time. Augustine will review all proxy votes and act in the shareholders' best interests. Records of all proxy votes are maintained at Augustine for a period of five years.

General Voting Policies

The Company has adopted and implemented policies that we believe are reasonably designed to insure that proxies are voted in the best interest of clients, in accordance with our fiduciary duties and SEC rulings. The Company's authority to vote the proxies of the Company's clients is established by the Company's investment management agreements. In addition to SEC requirements governing investment advisers, the Company's proxy voting policies reflect the fiduciary standards and responsibilities for ERISA plans set out by the Department of Labor.

The Company applies these guidelines, keeping in mind the principles stated above, as well as the Company's fiduciary responsibility to protect the Company's clients' rights as shareholders. The Company resolves material conflicts between the investment adviser's interest and those of the client in the best interest of clients. Votes submitted on behalf of clients are not biased in any way by other clients. Proxy voting proposals are voted with regard to enhancing shareholder wealth and voting power.

18. FINANCIAL INFORMATION

Augustine is not currently, nor has it been at any time in the past ten years, the subject of a bankruptcy petition. The firm has no financial conditions that are reasonably likely to impair our ability to meet contractual and fiduciary commitments to our clients.

BROCHURE SUPPLEMENT- ADV Part 2B

KEY PERSONNEL

With a broad array of collective experience investing and advising across all asset classes globally, our team is distinguished by the experience and depth applied to the identification of investment opportunities and the management of portfolio and firm risk.

Jeffrey E. Bernardo, CFA, *President & CEO*

Mr. Bernardo has over 25 years of investment experience, and his responsibilities include managing Augustine's core equity, emerging market equity, and fixed income strategies. His prior experience includes global equities adviser at Trinity Capital; Vice President and senior global equity portfolio manager at J.P. Morgan Asset Management, London; equity research analyst at Donaldson, Lufkin & Jenrette and at Kidder, Peabody & Co; and consultant at McKinsey & Co. Mr. Bernardo graduated with a BS in Economics with honors from the Wharton School, University of Pennsylvania, and an MBA from the Kellogg School of Management, Northwestern University. He is a CFA Charterholder, a Director and former President of the CFA Society of Jacksonville, Chairman of the Board of Trustees of the City of Jacksonville Retirement System, a Director of the World Affairs Council of Jacksonville, a Director of the Sontag Foundation, Board Member of the Jacksonville Symphony Foundation, and President of the University of Pennsylvania Club of Jacksonville. Mr. Bernardo was born in 1970.

Steven M. Herbert, CFA, *Vice President, Chief Operating Officer*

Mr. Herbert has over 20 years of investment experience, and his responsibilities include implementing the firm's strategic plan including business development, client management, and risk management, as well as overseeing the firm's regulatory compliance. His prior experience includes Director of Institutional Marketing at McKinley Capital Management; Head of Pension Advisory Americas for DEPFA Bank; and Principal at Mercer Investments. Mr. Herbert graduated with a BBA in Decision Sciences and an MBA in Finance both from the J. Mack Robinson College of Business, Georgia State University. He is a CFA Charterholder, a member of the CFA Society of Jacksonville, and a Board Member of The City of Fernandina Beach General Employees' Retirement Plan. Mr. Herbert was born in 1970.

Gregory M. Estes, CFA, *Vice President, Portfolio Manager*

Mr. Estes has over 20 years of investment experience, and his responsibilities include managing Augustine's core equity strategy and contributing equity research across Augustine's equity strategies. His prior experience includes Portfolio Manager at Intrepid Capital Funds and Portfolio Manager at Bank of America's Private Wealth Management group, US Trust. Mr. Estes graduated with an MA in Financial Economics from the University of Florida and a BBA in Finance from the University of Notre Dame. He is a CFA Charterholder and a past director of the CFA Society of Jacksonville. Mr. Estes was born in 1972.

Neil J. Sullivan, CFA, *Portfolio Manager*

Mr. Sullivan has over 45 years of investment experience, and his responsibilities include managing Augustine's core equity and yield equity strategies. His prior experience includes Founding Partner and senior investment officer at Moody, Aldrich & Sullivan, Boston; Managing Director of Equities and senior portfolio manager at Dewey Square Investors, Boston; and Vice President and senior portfolio manager at Bank of Boston. Mr. Sullivan graduated with a BS in Finance from Northeastern University and an MBA from Boston College. He is a CFA Charterholder, a member of the Financial Analysts Federation, and a member and past director of the Boston Security Analysts Society. Mr. Sullivan was born in 1938.

Frederick M. Blum, *Operations Manager*

Mr. Blum has over 15 years of investment experience, and his responsibilities include special operations projects as well as maintaining and expanding client relationships. His prior experience includes Chief Operating Officer at Koss-Olinger Financial Group and a 25 year career in general management, business development and marketing in the chemical industry. Mr. Blum graduated with a BS in Chemistry with honors from Rensselaer Polytechnic Institute and received an MBA from Syracuse University. He is Past Board Chairman of Beaver Street Enterprise Center. Mr. Blum was born in 1953.

Milena D. Spasova, CFA, CIPM, *Analyst*

Ms. Spasova has over 10 year of experience in financial operations, accounting, and investments with knowledge in credit derivatives, interest rate derivatives, and fixed income securities. Her prior experience includes associate and senior operations analyst at Deutsche Bank. Ms. Spasova graduated with masters degrees in accounting and in economics / international relations from the University of National and World Economy and an MBA from the University of North Florida. She is a CFA Charterholder, has earned the Certificate in Investment Performance Measurement, and is a Director of the CFA Society of Jacksonville. Ms. Spasova was born in 1975.

Austin P. Cornell, CFA, *Analyst*

Mr. Cornell has over 10 years of experience in corporate strategy, private equity investment, financial analysis, and management consulting, and his responsibilities include analyzing investments across Augustine's equity strategies. His prior experience includes corporate strategist at CSX, analyst at The Carlyle group, and consultant at Price Waterhouse Coopers. Mr. Cornell graduated with a BS in Business Administration on a merit-based full tuition scholarship from the University of Florida. He is a CFA Charterholder and a Director of the CFA Society of Jacksonville. Mr. Cornell was born in 1985.

Franco Cirelli, CFP[®], CPA, *Financial Planning Advisor*

Mr. Cirelli has over 25 years of experience delivering knowledge on financial matters to individuals and businesses, and his responsibilities at Augustine include financial planning and client-related financial analysis. His prior experience includes Financial Operations Principal for Motif Investing, Co-founder and Chief Financial Officer of SeatSub, Chief Financial Officer of Phacil, and positions at Microsoft, the National Basketball Association, and Deloitte & Touche. Mr. Cirelli graduated with a BS in Business Administration from the Haas School of Business, University of California Berkeley and an MBA from the Kellogg School of Management, Northwestern University. He is a Certified Public Accountant, CERTIFIED FINANCIAL PLANNER[™] professional, and adjunct faculty member at City College of San Francisco where he teaches business and real estate

investments. Mr. Cirelli is an active community member who has served on several nonprofit boards and advisory councils in the Bay Area and is past Chairman of San Francisco's Quality Teacher and Education Act Oversight Committee. Mr. Cirelli was born in 1966.

CFA INSTITUTE FINANCIAL ADVISER STATEMENT:

The Chartered Financial Analyst (CFA) charter is a globally respected, graduate-level investment credential established in 1962 and awarded by CFA Institute — the largest global association of investment professionals. There are currently more than 100,000 CFA charter holders working in 134 countries. To earn the CFA charter, candidates must: 1) pass three sequential, six-hour examinations; 2) have at least four years of qualified professional investment experience; 3) join CFA Institute as members; and 4) commit to abide by, and annually reaffirm, their adherence to the CFA Institute Code of Ethics and Standards of Professional Conduct.

High Ethical Standards

The CFA Institute Code of Ethics and Standards of Professional Conduct, enforced through an active professional conduct program, require CFA charter holders to:

- Place their clients' interests ahead of their own
- Maintain independence and objectivity
- Act with integrity
- Maintain and improve their professional competence
- Disclose conflicts of interest and legal matters

Global Recognition

Passing the three CFA exams is a difficult feat that requires extensive study (successful candidates report spending an average of 300 hours of study per level). Earning the CFA charter demonstrates mastery of many of the advanced skills needed for investment analysis and decision making in today's quickly evolving global financial industry. As a result, employers and clients are increasingly seeking CFA charter holders—often making the charter a prerequisite for employment. Additionally, regulatory bodies in 22 countries and territories recognize the CFA charter as a proxy for meeting certain licensing requirements, and more than 125 colleges and universities around the world have incorporated a majority of the CFA Program curriculum into their own finance courses.

Comprehensive and Current Knowledge

The CFA Program curriculum provides a comprehensive framework of knowledge for investment decision making and is firmly grounded in the knowledge and skills used every day in the investment profession. The three levels of the CFA Program test a proficiency with a wide range of fundamental and advanced investment topics, including ethical and professional standards, fixed-income and equity analysis, alternative and derivative investments, economics, financial reporting standards, portfolio management, and wealth planning.

The CFA Program curriculum is updated every year by experts from around the world to ensure that candidates learn the most relevant and practical new tools, ideas, and investment and wealth management skills to reflect the dynamic and complex nature of the profession. For more information go to: www.cfainstitute.org.

CFP® CERTIFICATION EXPLANATION STATEMENT:

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 71,000 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 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 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 the CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interest of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to the CFP Board’s enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

CERTIFIED PUBLIC ACCOUNTANT EXPLANATION STATEMENT:

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.



1551 Atlantic Boulevard
Suite 103
Jacksonville, FL 32207
(904) 396-6944 or (800) 396-6944
(904) 396-7275 FAX
www.augustineasset.com