

## **Item 1: Cover Page**

This brochure supplement provides information about Robert M. Mitchell, Jr. that supplements the TCP Asset Management, LLC's firm Brochure. You should have received a copy of that brochure. Please contact Julianne Call, Chief Compliance Officer, if you did not receive TCP Asset Management, LLC's firm Brochure or if you have any questions about the content of this supplement. Additional information about Robert M. Mitchell, Jr. is also available on the Securities and Exchange Commission's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). You may also call 614-761-9378 X 402 or send an email to Ms. Call, Chief Compliance Officer, at the following email address: [Julie@TCPasset.com](mailto:Julie@TCPasset.com).

# **TCP Asset Management, LLC**

## **Form ADV, Part 2B – Individual Disclosure Brochure**

for

### **Robert M. Mitchell, Jr., CRPC<sup>®</sup>, CMFC<sup>®</sup>**

Investment Advisor Representative

CRD No. 4852647

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Columbus, Ohio 43240  
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Email: [rob@tcpasset.com](mailto:rob@tcpasset.com)  
Website: [www.TCPasset.com](http://www.TCPasset.com)

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Thompson Station, TN 37179  
Tele: 615-823-3002 / 615-928-2797  
Email: [rob@tcpasset.com](mailto:rob@tcpasset.com)

Date: 04/16/2020

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

**Name:** Robert M. Mitchell, Jr., CRPC<sup>®</sup>, CMFC<sup>®</sup>  
**Born:** 1972  
**Title:** Investment Advisor Representative of  
TCP Asset Management, LLC

**Education:** Bachelor of Arts – Political Science – 12/1997  
Wright State University – Dayton, Ohio

Master of Arts – Education – 08/2003  
Wright State University – Dayton, Ohio

**Examinations / Licenses:** Series 7 – General Securities Representative  
Examination  
Series 6 – Investment Company Products/Variable  
Contracts Representative Examination  
Series 63 – Uniform Securities Agent State Law  
Examination  
Series 65 – Uniform Investment Adviser Law  
Examination

### **Professional Certifications:**

#### **1. Chartered Retirement Planning Counselor<sup>SM</sup> (CRPC<sup>®</sup>):**

Chartered Retirement Planning Counselor is a designation granted by the College for Financial Planning after fulfilling the program's requirements. CRPC<sup>®</sup> certification requirements are as follows:

- Successfully complete the program.
- Pass the final examination.
- Comply with the Code of Ethics.
- Upon completion and obtaining the CRPC<sup>®</sup> designation, you must complete sixteen (16) hours of continuing education.
- Reaffirm to abide by the Standards of Professional Conduct, and
- Pay a biennial renewal fee.

#### **2. Chartered Mutual Fund Counselor<sup>SM</sup> or CMFC<sup>®</sup>**

The Chartered Mutual Fund Counselor<sup>SM</sup> or CMFC<sup>®</sup> designation is the only industry-recognized mutual fund designation. CRPC<sup>®</sup> certification requirements are as follows:

- Complete a course of study encompassing all aspects of mutual funds and their uses as investment vehicles.
- Pass an end-of-course examination that tests ability to synthesize complex concepts and apply theoretical concepts to real-life situations.
- All designees have agreed to adhere to the Standards of Professional Conduct and are subject to a disciplinary process.
- Designees renew their designation every two-years by completing sixteen (16) hours of continuing education, reaffirming adherence to the Standards of Professional Conduct and complying with self-disclosure requirements.

Business Background		
Employer	Title	Dates
TCP Asset Management, LLC Thompson Station, TN	Investment Advisor Representative	01/2017 – Present
United Planners Financial Services Scottsdale, AZ	Registered Representative	11/2016 – Present
Independent Insurance Agent Thompsons Station, TN	Insurance Agent	03/2016 – Present
Trendency Capital Management, LLC Thompsons Station, TN	Investment Advisor Representative	04/2016 – 01/2017
Securities America, Inc. Columbus, OH	Registered Representative	04/2016 – 10/2016
Lincoln Financial Advisors Corporation Thompsons Station, TN	Investment Advisor Representative	04/2013 – 04/2016
Lincoln National Life Insurance Co. Fort Wayne, IN	Registered Representative	09/2004 – 04/2016

### Item 3: Disciplinary Information

There are no legal or disciplinary events that are material to a Client's or prospective Client's evaluation of this advisory business.

### Item 4: Other Business Activities

Mr. Mitchell is a licensed insurance agent with various insurance companies. In addition, Mr. Mitchell is a Registered Representative of United Planners Financial Services, an unaffiliated broker-dealer.

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

Mr. Mitchell does not receive any economic benefit from any person, company, or organization, in exchange for providing Client advisory services through TCP Asset Management, LLC other than his compensation paid by the Company, i.e., salary and/or bonuses.

Mr. Mitchell receives compensation as a licensed insurance agent. And, as a Registered Representative of United Planners, an unaffiliated broker-dealer, he receives commissions based on the sale of securities and other investment products.

For those Investment Advisor Representatives (“IARs”) of the Company that are also registered as Registered Representatives (“RR”) of United Planners Financial Services (“UP”), an unaffiliated broker-dealer, as well as those IARs that may be licensed insurance agents, either of these situations may cause a conflict of interest. As RRs of UP, the IAR may sell general securities products such as stocks, bonds, mutual funds, exchange-traded funds, and variable annuities, and variable life products to advisory Clients and earn a commission on these sales from UP. Some, if not all, of the IARs are also licensed insurance agents and may offer insurance products through unaffiliated insurance entities to the Company’s advisory Clients and may earn a commission on any sales. This may create a conflict of interest just by the IAR earning a commission on the sale of securities products or as an insurance agent earning commissions on insurance products. Clients are under no obligation to purchase securities through their IAR in their separate capacity as a RR or insurance products in their separate capacity as an insurance agent. TCP is neither a broker-dealer nor an insurance agency, and therefore, does not offer either securities or insurance products.

### **Item 6: Supervision**

Mr. Mitchell is supervised by Julianne Call, Chief Compliance Officer. Ms. Call supervises all duties and activities of Mr. Mitchell. Mr. Mitchell’s contact information is on the cover page of this disclosure document. Mr. Mitchell adheres to all required regulations regarding the activities of an Investment Adviser Representative and follows all policies and procedures outlined in the Company’s policies and procedures manual, including the Code of Ethics, and appropriate securities regulatory requirements.