

ITEM 1: COVER PAGE



One and Done Financial Services LLC

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Form ADV Part 2A: Firm Brochure

December 7, 2020

This brochure provides information about the qualifications and business practices of One and Done Financial Services LLC. If you have any questions about the contents of this brochure, please contact us at contact@oneanddonefinancial.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. Registration as an investment advisor does not imply a certain level of skill or training. Additional information about One and Done Financial Services LLC also is available on the SEC's website at www.adviserinfo.sec.gov searching for **CRD # 281456**.

ITEM 2. MATERIAL CHANGES

As with all firm documents, clients and prospective clients are encouraged to review this brochure in its entirety and are encouraged to ask questions at any time prior to or throughout the engagement.

Since the last annual filing of this brochure on March 16, 2020, the following material changes have been made to this version:

- One and Done Financial Services LLC applied for SEC registration, relying on the multi-state advisor exemption.
- Items 4 and 5 have been updated to include our Personal CFO Service
- Daniel Hannoush, MS, CFP® is Chief Executive Officer and Chief Compliance Officer of the Firm. He is one of two Partners sharing interest in the firm. James (Jim) A. Rasmussen, CPA/PFSSM, CGMA, CKA®, CFP®, is also a Principal in the firm as well as the Firm's Chief Growth Officer. He is the other of two Partners sharing interest in the firm.
- We no longer offer Hourly services.
- Our Firm now offers Tax Preparation Services. Items 4 and 5 have been updated with detailed information.
- Assets Under Management have been updated as of November 17, 2020.

From time to time, we may amend this Disclosure Brochure to reflect changes in our business practices, changes in regulations and routine annual updates as required by the securities regulators. This complete Disclosure Brochure or a Summary of Material Changes shall be provided to each Client annually and if a material change occurs in the business practices of One and Done Financial Services LLC.

At any time, you may view the current Disclosure Brochure on-line at the SEC's Investment Adviser Public Disclosure website at <http://www.adviserinfo.sec.gov> by searching for our firm name or by our CRD number 281456.

You may also request a copy of this Disclosure Brochure at any time, by contacting us at 678.712.6656.

IMPORTANT INFORMATION

Throughout this document One and Done Financial Services LLC may also be referred to as “the firm”, “firm”, “our”, “we” or “us”. The client or prospective client may be also referred to as “you”, “your”, etc., and refers to a client engagement involving a single person as well as two or more persons and may refer to natural persons or legal entities. In addition, the term “advisor” and “adviser” are used interchangeably where accuracy in identification is necessary (i.e., internet address, etc.).

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ITEM 4: ADVISORY BUSINESS

DESCRIPTION OF THE FIRM

One and Done Financial Services LLC is a Georgia domiciled limited liability company licensed in 2015. We may operate under the trade name One and Done Financial. Our firm is not a subsidiary of nor does it control another financial services industry entity. We began operating as a state-registered investment advisor in October 2015. We began operating as an SEC-registered advisor in 2020 relying on the mult-state advisor exemption. We operate under the fiduciary standard, advising clients in their best interest at all times.

Daniel Hannoush, MS, CFP® is Chief Executive Officer and Chief Compliance Officer of the Firm. He is one of two Partners sharing interest in the firm.

James (Jim) A. Rasmussen, CPA/PFSSM, CGMA, CKA®, CFP®, is a also Principal in the firm as well as the Firm's Chief Growth Officer. He is the other of two Partners sharing interest in the firm.

Additional information about Jim Rasmussen, Daniel Hannoush, and their backgrounds may be found located near the end of this document.

One and Done Financial currently reports \$80,000,000 discretionary and no non-discretionary Assets Under Management as of November 17, 2020.

DESCRIPTION OF ADVISORY SERVICES OFFERED

The firm primarily offers the following services:

- **Personal CFO Services – Comprehensive Financial Planning, Investment Management, Tax Preparation)**
- **Educational Workshops & Videos**
- **Retirement Plan Consulting, Management, & Advisory**

An initial interview is conducted by a representative of our firm to discuss your current situation, goals and the scope of services that may be provided to you. During or prior to this meeting you will be provided with our Form ADV Part 2A: firm brochure that includes a statement involving our privacy policy, as well as a brochure supplement about the representative who will be assisting you. We will also ensure that any material conflicts of

interest have been disclosed to you that could be reasonably expected to impair the rendering of unbiased and objective advice.

Should you wish to engage One and Done Financial for our services, you must first execute our client agreement. Thereafter discussion and analysis will be conducted to determine your financial needs, goals, holdings, etc. Depending on the scope of the engagement, you may be asked to provide copies of the following documents early in the process:

- Wills, codicils and trusts
- Insurance policies
- Mortgage information
- Tax returns
- Student loans
- Divorce decree or separation agreement
- Current financial specifics including W-2s or 1099s
- Information on current retirement plans and benefits provided by your employer
- Statements reflecting current investments in retirement and non-retirement accounts
- Employment or other business agreements you may have in place
- Completed risk profile questionnaires or other forms provided by our firm

It is important that we are provided with an adequate level of information and supporting documentation throughout the term of the engagement including but not limited to: source of funds, income levels, and an account holder or attorney-in-fact's authority to act on behalf of the account, among other information that may be necessary for our services. The information and/or financial statements provided to us need to be accurate. Our firm may, but is not obligated to, verify the information that you have provided to us which will then be used in the advisory process.

It is essential that you inform our firm of significant issues that may call for an update to their plan. Events such as changes in employment or marital status, an unplanned windfall, etc., can have an impact on your circumstances and plans. Our firm needs to be aware of such events so that adjustments may be made as necessary.

Personal CFO Services

We offer Personal CFO Services that include Comprehensive Financial Planning, Investment Management, and Tax Preparation (when appropriate). We will design, implement, monitor the Client's financial plan on an ongoing basis, and provide discretionary Investment Management. Clients are assigned a Personal Financial Advisor to work with them in developing a comprehensive financial planning process

that addresses both business and personal planning. The Personal CFO Service also includes the following:

- Elements® financial planning
- Dashboard to track personal and practice finances in one place
- Continuously updated net worth statement and quarterly progress reports
- Authorization for the Firm to coordinate financial planning activities with legal counsel, tax advisors, and other service professionals of the client's choice through the use of an Information Sharing agreement.

The engagement will include a written report or analysis to be provided to the Client. Our goal is to increase long-term financial success by providing accountability and ongoing financial education.

Review Process – We collect information regularly throughout the year from the Client that we use to update a personal balance sheet. This balance sheet serves as the basis for regular conversations regarding personal cash flow, financing, large financial transactions, investments, practice health and profitability, personal liquidity, and risk management. As Client circumstances and goals change, our highly organized system of proactive communication helps to ensure we remain well informed of these changes. Clients can call, email, or schedule meetings at their discretion.

Comprehensive Financial Planning

Financial planning services may be as comprehensive or narrowly focused as you desire. The incorporation of most or all of the listed components allows not only a thorough analysis but also a refined focus of your plans so that the firm is able to assist you in reaching your goals and objectives.

- ***Cash Flow Analysis and Debt Management:*** A review of your income and expenses may be conducted to determine your current surplus or deficit. Based upon the results, we might recommend prioritizing how any surplus should be used, or how to reduce expenses if they exceed your income. In addition, advice on the prioritization of which debts to repay may be provided, based upon such factors as the debt's interest rate and any income tax ramifications. Recommendations may also be made regarding the appropriate level of cash reserves for emergencies and other financial goals. These recommendations are based upon a review of cash accounts (such as money market funds) for such reserves and may include strategies to save desired reserve amounts.

- ***Risk Management:*** A risk management review includes an analysis of your exposure to major risks that could have a significant adverse impact on your financial picture, such as premature death, disability, property and casualty losses, or the need for long-term care planning. Advice may be provided on ways to minimize such risks and about weighing the costs of purchasing insurance versus the benefits of doing so and, likewise, the potential cost of not purchasing insurance ("self-insuring").
- ***Employee Benefits:*** A review is conducted, and analysis is made as to whether you, as an employee, are taking maximum advantage of your employee benefits. We will also offer advice on your employer-sponsored retirement plan and/or stock options, along with other benefits that may be available to you.
- ***Personal Retirement Planning:*** Retirement planning services typically include projections of your likelihood of achieving your financial goals, with financial independence usually the primary objective. For situations where projections show less than the desired results, a recommendation may include showing you the impact on those projections by making changes in certain variables (i.e., working longer, saving more, spending less, taking more risk with investments). If you are near retirement or already retired, advice may be given on appropriate distribution strategies to minimize the likelihood of running out of money or having to adversely alter spending during your retirement years.
- ***College Funding:*** Advice involving college funding may include projecting the amount that will be needed to achieve post-secondary education funding goals, along with savings strategies and the "pros-and-cons" of various college savings vehicles that are available. We are also available to review your financial picture as it relates to eligibility for financial aid or the best way to contribute to family members, such as grandchildren, if appropriate.
- ***Tax Strategies:*** Advice may include ways to minimize current and future income taxes as a part of your overall financial planning picture. For example, recommendations may be offered as to which type of account(s) or specific investments should be owned based in part on their "tax efficiency," with consideration that there is always a possibility of future changes to federal, state or local tax laws and rates that may impact your situation.
- ***Estate Planning:*** Our review typically includes an analysis of your exposure to estate taxes and your current estate plan, which may include whether you have a will, powers of attorney, trusts and other related documents. We may assess ways to

minimize or avoid future estate taxes by implementing appropriate estate planning strategies such as the use of applicable trusts. We generally recommend that you consult with a qualified attorney when you initiate, update, or complete estate planning activities. We may provide you with contact information for attorneys who specialize in estate planning when you wish to hire an attorney for such purposes. From time-to-time, we will participate in meetings or phone calls between you and your attorney with your approval or request.

- ***Investment Consultation:*** Investment consultation services often involve providing information on the types of investment vehicles available, employee retirement plans and/or stock options, investment analysis and strategies, asset selection and portfolio design, as well as limited assistance if your investment account is maintained at another broker/dealer or custodian. The strategies and types of investments that may be recommended are further discussed in Item 8 of this brochure.
- ***Business Consultation:*** We are available to assist small businesses in a variety of ways to include business strategy, practice management, general financial advice, debt management, as well as assisting you with matters involving coordination with your financial institution, retirement plan advisor, and attorney or accounting firm.
- ***Plan Reviews:*** We are available to assist with second opinions if provided with previous plans from other advisors.
- ***Real Estate Analysis:*** We assist in running calculations for investment property to help you determine the cash on cash return, financing options and alternative ideas to consider when holding property.

NOTE: Comprehensive v. Narrowly Focused Financial Planning

A comprehensive plan is an endeavor that requires detail. Certain variables can affect the development of the plan, such as the quality of your own records, complexity and number of current investments, diversity of insurance products and employee benefits you currently hold, size of the potential estate, and special needs of the client or their dependents, among others. At your request we may concentrate on reviewing only a specific area (narrowly focused planning - The intention of narrowly focused planning means the client can choose to limit our engagement to one, two, or any combination they feel is worth engaging us in instead of being forced to do all areas of financial planning) such as an employer retirement plan allocation, funding an education or estate planning issues, or evaluating the sufficiency of your current retirement plan. Note that when these services focus only on certain areas of your interest or need, your overall

situation or needs may not be fully addressed due to limitations you may have established.

Whether we have created a comprehensive or narrowly focused plan, we will present you with a summary of our recommendations, guide you in the implementation of some or all of them per your decision, as well as offer you periodic reviews thereafter. In all instances involving our financial planning engagements, our clients retain full discretion over all implementation decisions and always have the right to accept or reject any recommendations we make.

Personal Financial Site

On-going clients are given access to their own secure, personal financial management website. This service provides data aggregation tools for your various financial accounts, allows you to create and reconcile your monthly budget, set reminders for important action items and dates, as well as online storage space to keep digital records of your important documents. This financial site is the tool used to analyze your financial state as well as monitor progress towards your stated financial goals. Various life scenarios can be modeled showing how they impact your lifetime cash flow and probability of successfully reaching your goals. You are able to grant limited access to your other professional advisors such as your accountant, attorney, etc. as well as screen-share between you and our advisory staff.

Investment Management

You may engage our firm to implement investment strategies that we have recommended to you. We typically prepare guidelines reflecting your objectives, time horizon, tolerance for risk, as well as addressing any reasonable account constraints you may have for the portfolio. These guidelines will be designed to be specific enough to provide future guidance while allowing flexibility to work with changing market conditions. Since this effort is the product of information and data you have provided, you may be asked to review it and provide your final approval.

We will then develop a customized portfolio for you based on your unique situation and investment goals. We frequently recommend one or more institutional investment managers (model managers) to serve as a third-party portfolio manager maintained at our custodian. Holdings typically include low-cost, tax-efficient, exchange-traded funds (ETFs), and we ask that you refer to Item 8 to further review our strategy, investment recommendations and their associated risks. All third-party portfolio managers will have

discretionary authority to maintain and trade client's portfolio. Note that we manage portfolios on a discretionary basis. As such, clients cannot impose restrictions on investing in certain securities or types of securities when held at specific institutions.

One and Done Financial may recommend MTG, LLC dba Betterment Securities ("Betterment Securities"), a registered broker-dealer and member of the SIPC, as the qualified custodian for portfolio management, when it is in the best interest of the client. Services are provided to our firm through their platform, Betterment for Advisors. You can review Betterment LLC's ADV Part 2 by searching <http://www.adviserinfo.sec.gov> and entering CRD# : 149117. Services are provided to our firm through their platform, Betterment for Advisors. Betterment for Advisors provides access to a globally diversified, low-cost portfolio of ETFs, execution of securities transactions, and custody of client assets through Betterment Securities (See item 12 for additional details). In addition, a series of model portfolios created by third-party providers are also available on the platform.

Tax Return Preparation

We provide tax preparation services for our clients to assist with the filing of federal and state tax returns for individuals and businesses. We may ask for an explanation or clarification of some items, but we will not audit or otherwise verify client data. The client is responsible for the completeness and accuracy of information used to prepare the returns. Our responsibility is to prepare the returns in accordance with applicable tax laws.

We may observe opportunities for tax savings that require planning or changes in the way the client handles some transactions. While an engagement for tax return preparation does not include significant tax planning services, we will share any ideas we have with you and discuss terms for any additional work that may be required to implement those ideas.

Clients engaging us for Tax Preparation services will sign a 12-month agreement.

Educational Workshops & Videos

One and Done Financial may provide periodic educational seminar sessions and online videos (webinars) for those desiring information on personal finance and investing. Topics Available: Budgeting & Cash Flow, Employee Benefits, College Funding, Estate Planning, Debt Management, Giving and Leaving a Legacy, Insurance and Risk Management, Retirement Planning, Tax Strategies, Real Estate Analysis, Saving, General Financial Planning.

Small business owners and their employees are the desired clients to be reached with these workshops.

Our workshops and videos are educational in nature and do not involve the sale of insurance or investment products. Most of these seminars are attractive to the small business owner and/or franchisee.

Retirement Plan Consulting, Management & Advisory

In a fiduciary capacity to plan sponsors as well as plan participants, One and Done Financial will provide a variety of services to clients that adhere to the guidelines established by ERISA. Note – we tailor our advisory services to the individual needs and goals of our clients. We provide the following services both in-house as well as partnering with third-party entities:

- Model Portfolio Design – what models to help simplify the decision process for participants.
- Plan Design Consultation – which plan (Basic Safe Harbor, QACA Safe Harbor, or QACA 3% Nonelective Contribution plan) meets the needs
- Investment Management – monitor and give advice on what to invest in
- Reporting – statements to show contributions and performance of investments
- Establishing Plan Goals – Confirm purpose of the plan to make sure designed correctly
- Understanding Tax Implications – review federal and state tax implications from implementing the plan
- Vendor Analysis and Research – Review vendors to confirm meeting agreed upon obligations for services paid for. If needed, move plan to another vendor.
- Behavior/Outcome Based Metrics – participation engagement and deferral percentages. Review if meets the purpose of the plan
- Named Fiduciary, 3(21) or 3(38) – delegation of the Administrative and Investment Fiduciary responsibilities for the plan sponsor.
- Employee Engagement/Education – website with videos that explain the retirement plan and how to best leverage it
- Financial Literacy Education – webinars for participants to learn and ask questions.
- Investment Policy Creation/Monitoring/Updating – getting knowledge and understanding of goals and how investments can meet them and formalizing the process
- Committee Oversight and Education – continued updating of videos/webinars that reinforce the purpose of the plan. Make modifications as needed.

- RFP Engagements – free quotes are given to clients seeking to implement a 401K. Billed only when decide to implement

GENERAL INFORMATION

One and Done Financial currently reports \$80,000,000 discretionary and no non-discretionary Assets Under Management as of November 17, 2020.

Our firm does not sponsor or serve as a portfolio manager in an investment program involving wrapped (bundled) fees.

One and Done Financial does not provide legal, accounting or insurance related services. With your consent, we may work with your other professional advisors, such as your estate-planning attorney, to assist with the coordination and implementation of accepted strategies. You should be aware that these other professionals will charge you for their services and these fees are separate of our advisory fee.

Our firm will use its best judgment and good faith effort in rendering its services. We cannot warrant or guarantee the achievement of a planning goal or any particular level of account performance or that your account will be profitable overtime. Past performance is not necessarily indicative of future results. Except as may otherwise be provided by law, our firm will not be liable to the client, heirs, or assignees for any loss an account may suffer by reason of an investment decision made or other action taken or omitted in good faith by our firm with that degree of care, skill, prudence and diligence under the circumstances that a prudent person acting in a fiduciary capacity would use; any loss arising from our adherence to your direction or that of your legal agent; any act or failure to act by a service provider maintaining an account. Federal and state securities laws impose liabilities under certain circumstances on persons who act in good faith and, therefore, nothing contained in this document or our client engagement agreement shall constitute a waiver of any rights that a client may have under federal and state securities laws.

Client Tailored Services and Client Imposed Restrictions

We offer the same suite of services to all of our clients. However, specific client financial plans and their implementation are dependent upon the client Investment Policy Statement which outlines each client's current situation (income, tax levels, and risk tolerance levels) and is used to construct a client specific plan to aid in the selection of a portfolio that matches restrictions, needs, and targets.

ITEM 5: FEES & COMPENSATION

One and Done Financial is a fee-only advisory firm. We do not sell products that generate a commission and only receive fees from our clients as specifically identified by our engagement agreement. As fiduciaries, we always act in good faith and in the best interests of our clients.

Fees are negotiable and may be paid by the following methods:

- ***Check/ACH*** for one-time engagements or initial fees
- ***Pre-authorized ACH draft*** for monthly subscription fee
- ***Withdrawal from your investment account*** held at your custodian of record for investment management

Our invoice will precede payment requests for our advisory fees, and fees paid to our firm will be noted in your account statement you will receive from your custodian. In all instances, the Adviser will send the client a written invoice, including the fee, the formula used to calculate the fee, the time period covered by the fee, and, if applicable, the amount of assets under management on which the fee was based. The Adviser will send these to the client concurrent with the request for payment or payment of the Adviser's advisory fees. We urge the client to compare this information with the fees listed in the account statement. Our firm does not accept cash, money orders or similar forms of payment for its engagements. Lower fees for comparable services may be available from other sources.

TYPES OF FEES & PAYMENT SCHEDULE

Personal CFO Service

- **On-Going Subscription (Fixed) Fee**
\$2,000 - 3,000 Up-Front, Initial Fee based on complexity and needs of the client. Fee will be agreed upon before the start of the engagement.
- **\$249-799 Subscription based on complexity and needs of the client. Fee is paid in advance and will be agreed upon before the start of the engagement.** Client maintains access to our software that allows them to review all personal assets (including investments) that are updated daily. Regular reminders to complete homework assignment from monthly meetings to move planning forward. Email correspondence outside of monthly phone calls. Research to answer questions regarding current financial situation and topic we are planning. Example: if covering Insurance - we review Life, home, auto, umbrella, LTC, disability, health insurance policies loaded into

the vault of our website to provide feedback on changes and enhancements. Send out action items to complete. Next months meeting confirming they accomplished said action items. Then move to next topic of concern. If estate planning, then we review wills, power of attorney, and health care directives to confirm in line with goals. Each month, client should schedule a 1 hour meeting to implement the financial plan. The subscription and fixed fees will be based upon the firm's \$250 hourly rate and the estimated amount of time to provide the service.

Example: Subscription fee of \$5,000 will be offered to clients with minimal assets and complexity, one home, one mortgage, little debt, assistance with on boarding and inputting financial data into website, doing cash flow analysis, investment allocation, education funding if kids, tax planning for withholdings and investments, retirement income planning, and basic review of will and estate documents to make sure complete. Clients will pay an initial fee of \$2,000 and a monthly ongoing fee of \$250 for the next 12 months.

Example: Clients with multiple rental properties in different states, multiple LLC's or businesses, primary residence and lake home, divorced and remarried with step children. Receive cash flow planning, education funding for all kids, retirement plan set up (401K or Cash Balance Pensions for businesses), retirement income planning, estate planning and distribution (may leverage QTIP trust), tax planning and Donor Advised Fund options or Charitable Trusts, etc. More complex planning overall. Clients will pay an initial fee of \$3,000 and a monthly ongoing fee of \$699 for the next 12 months.

We work with our clients on an ongoing basis to develop and execute their financial plan. This includes preliminary meetings, review of financial documents (tax returns, bank or brokerage statements, etc.), and subsequently the development of your plan. Our subscription service includes delivery of the plan and assistance in its execution to ensure you remain on track. On-going clients gain access to their own secure, personal financial management site that we will help them get setup. **When this service is coupled with investment management and we are managing \$750,000 or more in assets, the monthly subscription is waived. This includes personal assets inside of a retirement plan we are managing.**

- **One Day Engagement Planning**
\$2,400-\$10,000

If you are interested in receiving your entire financial plan in person for an entire day, you will be assessed a one-time upfront fee based on the complexity and agreed upon time allotted for the engagement assessed at \$250 per hour. Documents needed for completing the plan will be detailed in the communication along with expected date of delivery. Prior to entering into an agreement with our firm you will receive an estimate of the overall cost based on your requirements and the time involved. We do require payment to begin the engagement. Should the engagement be cancelled before delivery, a determination of unearned fees will be conducted, and a refund will be granted.

Example: Deliver entire comprehensive plan for a couple with moderate assets and liabilities (one home, one mortgage, few debts,). Planning time (10 hours) plus delivery for the full day (8 hours) is \$4,500 engagement.

Investment Management

Our investment management service clients are assessed via an annualized asset-based fee that is calculated using the average daily balance during the previous calendar quarter. Using an average daily balance automatically adjusts for additions and withdrawals, as well as mid-cycle account openings or closures. For the benefit of discounting your asset-based fee, we will attempt to aggregate accounts for the same individual or two or more accounts within the same family, or accounts where a family member has power of attorney over another family member's account. Adviser will track proof of Power of Attorney for another members account and note in CRM. Additionally will link accounts in our billing software. The client will provide a list of accounts to be aggregated, in the contract addendum. Our fee is based on a straight tier; all accounts are charged a single percentage rate that declines at as asset levels increase. In some instances, we have arranged for asset-based pricing with our custodian, in lieu of ongoing trading charges, and their fee is incorporated below. The total fees charged by the advisor and the third-party advisor (i.e. Betterment Securities) will not exceed 2% of assets under management annually. Betterment Securities charges as flat 0.20% of assets under management. Portfolio management services fees will be billed quarterly, in arrears, per the following table:

Total Household Portfolio	Annual Percentage Fee
Up to \$500k	1.25%
\$500k - \$2 million	1%

Above \$2 million	0.75%
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- ***Account Valuations:*** Accounts will be assessed in accordance with asset values disclosed on the quarterly statement the client will receive from the custodian of record for the purpose of verifying the computation of the advisory fee. We urge clients to compare the account statements they receive from the qualified custodian with invoices and reports they receive from the Adviser.
- ***Fee Withdrawals:*** Accounts initiated or terminated during a calendar quarter will be charged a pro-rated fee based on the amount of time remaining in the billing period. By signing our firm's engagement agreement, as well as the selected custodian account opening documents, you will be authorizing the withdrawal of our advisory fees from your account. The withdrawal will be accomplished by the custodian of record at the request of our firm, and the custodian will remit our fee directly to our firm. We do not accommodate requests for direct payment of the asset-based fee. All fees deducted will be clearly noted on account statements that you will receive directly from the custodian of record on at least a quarterly basis. *In jurisdictions that require it, we will send invoices to the client at the same time we request the deduction from your account.*

Educational Workshops

While certain seminars may be complimentary, workshop attendees may be assessed a per-session fee ranging from \$500 to \$10,000. Frequently the event sponsor, such as an employer or an association, will pay for these sessions. The workshop fee, if any, will be announced in advance and will be determined by the length of the event, the number and expertise of the presenters involved, and whether or not educational materials are being provided. Payment will be due upon completion of the session. Educational videos may be available on our website and blog. Fees are based on an hourly rate of \$250 per hour.

Example: \$500 workshop - one topic presentation for local event. Use \$250-hour times projected hours to deliver, prepare, travel to and from event.

Fee goes up on per hour projection.

Example: \$10,000 - multiple day conference, on site for presentation and accessible throughout the conference - 40-hour conference

Topics Available: Budgeting & Cash Flow, Employee Benefits, College Funding, Estate Planning, Debt Management, Giving and Leaving a Legacy, Insurance and Risk Management, Retirement Planning, Tax Strategies, Real Estate Analysis, Saving, General Financial Planning

Retirement Plan Consulting, Management, & Advisory

- **Up-Front Fee:** Clients may receive one free proposal for a 401K or Cash Balance Pension to be implemented for their business. Should client decide to implement the proposed plan there will be a \$1,550 up-front fee no matter the type of plan set up.
- ***Asset-Based Fees:*** The fee is assessed on a quarterly basis, in arrears. Typically, retirement plans are assessed a maximum **1.00% yearly (100 basis point)** fee that is split into quarter payments based on the last market day of the calendar quarter. Other fees for plan administration, reporting, and record-keeping may be charged by third party entities directly to the client which may be paid directly by the plan sponsor or out of the plan funds. These third-party fees may include an initial, one-time fee as well as on-going, yearly fees. A proposal including the total expenses for setting up and administering the retirement plan will be provided to you for your review.

Discounting of Advisory Fees

The services to be provided to you and their specific fees will be detailed in your engagement agreement. Our advisory fee may be discounted with the final determination to be made by our firm.

ADDITIONAL CLIENT FEES

Any transactional or service fees (e.g., brokerage fees) for an account maintained at another custodian ("held-away" accounts), individual retirement account fees, qualified retirement plan fees, account termination fees, or wire transfer fees will be borne by the account holder and per the separate fee schedule of the custodian of record. Fees paid by our clients to our firm for our advisory services are separate from any of these fees or other similar charges. In

addition, advisory fees paid to our firm for its services are separate from any internal fees or charges a client may pay involving mutual funds, ETFs, exchange-traded notes (ETNs), or other similar investments.

Per annum interest at the current statutory rate in the state in which the client resides may be assessed on fee balances due more than 30 days, and we may refer past due accounts to collections or legal counsel for processing. We reserve the right to suspend some or all services once an account is deemed past due.

Additional information about our fees in relationship to our brokerage and operational practices are noted in Items 12 and 14 of this document.

EXTERNAL COMPENSATION FOR THE SALE OF SECURITIES TO CLIENTS

Our firm does not charge or receive a commission or a mark-up on securities transactions, nor will the firm or an associate be paid a commission on the purchase of a securities holding that is recommended to a client. We do not receive "trailer" or SEC Rule 12b-1 fees from an investment company that may be recommended to a client. Fees charged by such issuers are detailed in prospectuses or product descriptions and interested investors are always encouraged to read these documents. Our firm and its associates receive none of these described or similar fees or charges. You always have the right to decide whether to purchase recommended or similar investments through your own selected service provider.

TERMINATION OF SERVICES

Either party may terminate the agreement at any time by communicating the intent to terminate in writing. If you verbally notify our firm of the termination and, if in two business days following this notification we have not received your notice in writing, we will make a written notice of termination in our records and send you our own termination notice as a substitute. Our firm will not be responsible for investment allocation, advice or transactional services (except for limited closing transactions) upon receipt of a termination notice. It will also be necessary that we inform the custodian of record that the relationship between the parties has been terminated.

If a client did not receive our Form ADV Part 2 firm brochure at least 48 hours prior to entering into the firm's agreement, then that client will have the right to terminate the engagement without fee and penalty within five business days after entering into the agreement. Subscription engagements will be refunded on a prorated daily basis.

If notified in writing more than 30 calendar days that the event has been cancelled, a full refund of the event fee less a \$250 administrative fee is available. If notified in writing 15-30 calendar days before the event, a partial refund of the event fee is available in the amount of 1/2 of the event price. If notified in writing 14 calendar days or less, no refund for the event fee is available. Travel expenses incurred due to advanced arrangements will be invoiced and due upon receipt.

Portfolio management clients that terminate their agreement after the five-day period will be assessed fees on a prorated basis for services incurred from either (i) as a new client, the date of the engagement to the date of the firm's receipt of the written notice of termination, or (ii) all other engagements, the last billing period to the date of the firm's physical or constructive receipt of written termination notice.

If you were required to provide an advanced fee of \$1,200 or more for a financial planning engagement, you provided all requested information, and such plans or services have not been delivered to you within six months' time from the date of the engagement, you will be refunded any unearned prepaid fees.

With the exception of our portfolio management services, our return of prepaid fees to a client will be completed via check from our firm's US-based financial institution; no credits or "transaction reversals" will be issued. We will coordinate remuneration of any portfolio management fee to the investment account via the account custodian. Return of fees will never involve a personal check, cash or money order from our firm or from an associate of our firm.

ITEM 6: PERFORMANCE-BASED FEES & SIDE-BY-SIDE MANAGEMENT

Our firm's advisory fees will not be based on a share of capital gains or capital appreciation (growth) of any portion of managed funds, also known as performance-based fees. Our fees will also not be based on side-by-side management, which refers to a firm simultaneously managing accounts that do pay performance-based fees (such as a hedge fund) and those that do not.

ITEM 7: TYPES OF CLIENTS

As of October 1, 2020, we will only serve clients who work in the Chick-fil-A community, primarily Operators and Support Center Staff. Clients are grandfathered in if already working with the firm prior to October 1, 2020. This was decided in order for the firm to specialize its services to a tailored niche given its experience and professional relationships. We do not require minimum income, minimum asset levels or other similar preconditions. We reserve the right to waive or reduce certain fees based on unique individual circumstances, special arrangements or preexisting relationships. Our firm reserves the right to decline services to any prospective client for any nondiscriminatory reason.

ITEM 8: METHODS OF ANALYSIS, INVESTMENT STRATEGIES, & RISK OF LOSS

Our firm employs what we believe to be an appropriate blend of fundamental, technical and cyclical analysis. We evaluate various economic factors including interest rates, the current state of the economy, or the future growth of an industry sector. We then study historical patterns and trends of securities, markets, or economies as a whole in an effort to determine potential future behaviors, the estimation of price movement, and an evaluation of a transaction before entry into the market in terms of risk and profit potential. Our research is often drawn from sources such as financial periodicals, reports from economists and other industry professionals, and corporate rating services.

Our primary investment strategy is based on Modern Portfolio Theory. We believe that proper diversification and risk management will provide an investor with a more stable and consistent return over time. We do not employ market timing or stock selection methods of investing but rather a long-term buy-and-hold strategy with periodic rebalancing of the account to maintain desired risk levels. We strive to create portfolios that contain holdings that are diversified, tax-efficient, and low-cost whenever practical. Portfolios we manage at our custodian will comprise solely of ETFs; however, we may also recommend a broad range of private equity, mutual funds, individual stocks and bonds for held-away accounts when appropriate.

RISK OF LOSS

Our firm believes its strategies and investment recommendations are designed to produce the appropriate potential return for a given level of risk; however, there is no guarantee that an investment objective will be achieved. Investing in securities involves risk of loss that clients should be prepared to bear. We have offered examples of such risk in the following paragraphs, and we believe it is important that our clients review and consider each of them risk prior to investing.

- ***Company Risk:*** When investing in securities, such as stocks, there is always a certain level of company or industry-specific risk that is inherent in each company or issuer. There is the risk that the company will perform poorly or have its value reduced based on factors specific to the company or its industry. This is also referred to as unsystematic risk and can be reduced or mitigated through diversification.
- ***Cyclical Analysis:*** Cyclical analysis (form of technical analysis) may experience risk due to an economic cycle that may not be as predictable as preferred; many fluctuations may occur between long-term expansions and contractions. The length of an economic cycle may be difficult to predict with accuracy and therefore the risk of cyclical analyses is the difficulty in predicting economic trends. Consequently, the changing value of securities is affected.
- ***Failure to Implement:*** As a financial planning client, you always have the right to accept or reject any or all of the recommendations made to you. While no advisory firm can guarantee future performance, no plan can succeed if it is not implemented. Clients who choose not to take the steps recommended in their financial plan may face an increased risk that their stated goals and objectives will not be achieved.
- ***Financial Risk:*** Excessive borrowing to finance a business operation increases profitability risk because the company must meet the terms of its obligations in good times and bad. During periods of financial stress, the inability to meet loan obligations may result in bankruptcy and/or a declining market value.
- ***Fundamental Analysis:*** The challenge involving fundamental analysis is that the information obtained may be incorrect; the analysis may not provide an accurate estimate of earnings, which may be the basis for a security's value. If a security's price adjusts rapidly to new information, a fundamental analysis may result in unfavorable performance.
- ***Inflation Risk:*** When any type of inflation is present, a dollar today will not buy as much as a dollar next year because purchasing power is eroding at the rate of inflation.

- **Market Risk:** When the stock market as a whole or an industry as a whole fall, it can cause the prices of individual stocks to fall indiscriminately. This is also called systemic or systematic risk.
- **Passive Investing:** A portfolio that employs a passive, efficient markets approach has the risk of generating lower-than-expected returns due to its broad diversification when compared to a portfolio more narrowly focused.
- **Political Risk:** The risk of financial and market loss because of political decisions or disruptions in a particular country or region and may also be known as "geopolitical risk."
- **Research Data:** When research and analyses are based on commercially available software, rating services, general market and financial information, or due diligence reviews, a firm is relying on the accuracy and validity of the information or capabilities provided by selected vendors, rating services, market data, and the issuers themselves. While our firm makes every effort to determine the accuracy of the information received, we cannot predict the outcome of events or actions taken or not taken, or the validity of all information researched or provided which may or may not affect the advice on or investment management of an account.
- **Technical Analysis:** The risk of investing based on technical analyses is that it may not consistently predict a future price movement; the current price of a security may reflect all known information. This may occur due to analyst bias or misinterpretation, a sector analysis error, late recognition of a trend, etc.

Security-Specific Material Risks

- **ETF and Mutual Fund Risks:** The risk of owning ETFs and mutual funds reflect their underlying securities (e.g., stocks, bonds, securities futures, etc.). These forms of securities typically carry additional expenses based on their share of operating expenses and certain brokerage fees, which may result in the potential duplication of certain fees. We do not recommend leveraged or inverse ETFs due to their inherent heightened risk.
- **Equity (Stock) Risk:** Common stocks are susceptible to general stock market fluctuations and to volatile increases or decreases in value as market confidence in and perceptions of their issuers change. If an investor held common stock or common

stock equivalents of any given issuer, they may be exposed to greater risk than if they held preferred stocks and debt obligations of the issuer.

- **Fixed Income Risks:** Various forms of fixed income instruments, such as bonds, money market or bond funds may be affected by various forms of risk, including:
 - **Credit Risk** - The potential risk that an issuer would be unable to pay scheduled interest or repay principal at maturity, sometimes referred to as "default risk." Credit risk may also occur when an issuer's ability to make payments of principal and interest when due is interrupted. This may result in a negative impact on all forms of debt instruments, as well as funds or ETF share values that hold these issues. Bondholders are creditors of an issuer and have priority to assets before equity holders (i.e., stockholders) when receiving a payout from the liquidation or restructuring. When defaults occur due to bankruptcy, the type of bond held will determine seniority of payment.
 - **Duration Risk** - Duration is a measure of a bond's volatility, expressed in years to be repaid by its internal cash flow (interest payments) Bonds with longer durations carry more risk and have higher price volatility than bonds with shorter durations.
 - **Interest Rate Risk** - The risk that the value of the fixed income holding will decrease because of an increase in interest rates.
 - **Liquidity Risk** - The inability to readily buy or sell an investment for a price close to the true underlying value of the asset due to a lack of buyers or sellers. While certain types of fixed income are generally liquid (I.e., bonds), there are risks which may occur such as when an issue trading in any given period does not readily support buys and sells at an efficient price. Conversely, when trading volume is high, there is also a risk of not being able to purchase a particular issue at the desired price.
 - **Reinvestment Risk** - With declining interest rates, investors may have to reinvest interest income or principal at a lower rate.
- **Index Investing:** Certain ETFs and indexed funds have the potential to be affected by "active risk" (or "tracking error risk"), which might be defined as a deviation from a stated benchmark.

- **QDI Ratios:** While various investment holdings may be known for their potential tax-efficiency and higher "qualified dividend income" (QDI) percentages, there are asset classes within these investment vehicles or holding periods within that may not benefit. Shorter holding periods, as well as commodities and currencies (that may be part of fund or portfolio), may be considered "non-qualified" under certain tax code provisions. A holding's QDI will be considered when tax-efficiency is an important aspect of the client's portfolio.

ITEM 9: DISCIPLINARY INFORMATION

Neither the firm nor its management has been involved in a material criminal or civil action in a domestic, foreign or military jurisdiction, an administrative enforcement action, or self-regulatory organization proceeding that would reflect poorly upon our offering advisory business or its integrity.

ITEM 10: OTHER FINANCIAL INDUSTRY ACTIVITIES & AFFILIATIONS

Firm policies require associated persons to conduct business activities in a manner that avoids conflicts of interest between the firm and its clients, or that may be contrary to law. We will provide disclosure to each client prior to and throughout the term of an engagement regarding any conflicts of interest involving its business relationships that might reasonably compromise its impartiality or independence.

Our advisory firm and its management are not registered nor have an application pending to register as a Financial Industry Regulatory Authority (FINRA) or National Futures Association (NFA) member firm or associated person of such a firm, nor are we required to be registered with such entities. Neither our firm nor its management is or has a material relationship with any of the following types of entities:

- accounting firm
- another financial planning firm
- bank, credit union or thrift institution
- insurance company or insurance agency
- lawyer or law firm

- pension consultant
- real estate broker or dealer
- sponsor or syndicator of limited partnerships
- trust company
- issuer of a security, to include investment company or other pooled investment vehicle (including a mutual fund, closed-end investment company, unit investment trust, private investment company or "hedge fund," and offshore fund)

Our custodian may engage their affiliate to serve as a model manager to assist in the development of various portfolios that we will recommend to our clients. The model manager is required to be registered as an investment advisor. If we recommend to you that your portfolio employ investment models created or served by that model manager, we will first ensure that their firm is appropriately registered and/or notice-filed within your state of residence. Note that neither our firm nor the client directly compensates the model manager for its services. However, since our firm presently recommends one external model manager for our portfolio management component, and that model manager is an affiliate of our recommended custodian (see Item 12), a conflict of interest exists due to the additional services and/or discounts that we receive from our custodian. We therefore have an incentive to recommend that model manager over another if less favorable compensation or services arrangements were to be offered to us by another external manager. Note we provide assurance that before selecting other advisors that they are properly licensed or registered as an investment advisor.

In light of this conflict of interest, we will review our recommendations and "mix of business" as it pertains to our client's needs, goals and objectives. Our clients are encouraged to review all of our firm's services and their stated fees prior to the engagement. In addition, there is the potential for clients' fees assessed via a model manager engagement to be higher than had a client obtained those services directly from that manager. Each client always has the right to decide whether to purchase recommended or similar investments through their own selected service provider, and it should be noted that certain model managers may not be available to self-directed investors or at the same cost.

While Jim Rasmussen is Certified Public Accountant (CPA), he is not associated with an accounting firm. He does not act in the capacity of an accountant to an advisory firm client, nor does he serve in a role that would be defined as having physical custody of an account (please refer to Item 15).

ITEM 11: CODE OF ETHICS, PARTICIPATION OR INTEREST IN CLIENT TRANSACTIONS & PERSONAL TRADING

One and Done Financial holds itself to a fiduciary standard, which means the firm and its associates will act in the utmost good faith, performing in a manner believed to be in the best interest of its clients. Our firm believes that business methodologies, ethics rules, and adopted policies are designed to eliminate or at least minimize material conflicts of interest and to appropriately manage any material conflicts of interest that may remain. You should be aware that no set of rules can possibly anticipate or relieve all material conflicts of interest, our firm will disclose to its advisory clients any material conflict of interest relating to the firm, its representatives, or any of its employees which could reasonably be expected to impair the rendering of unbiased and objective advice.

CODE OF ETHICS DESCRIPTION

We have adopted a Code of Ethics that establishes policies for ethical conduct for our personnel. Our firm accepts the obligation not only to comply with applicable laws and regulations but also to act in an ethical and professionally responsible manner in all professional services and activities. Firm policies include prohibitions against insider trading, circulation of industry rumors, and certain political contributions, among others. Our firm periodically reviews and amends its Code of Ethics to ensure that it remains current and requires firm personnel to annually attest to their understanding of and adherence to the firm's Code of Ethics. A copy of the firm's Code of Ethics is made available to any client or prospective client upon request.

Firm associates that are CERTIFIED FINANCIAL PLANNER™ Practitioners also adhere to the Certified Financial Planner Board of Standards, Inc.'s Code of Ethics & Professional Responsibility which you may find at www.cfp.net.

STATEMENT INVOLVING OUR PRIVACY POLICY

We respect the privacy of all clients and prospective clients (collectively termed "customers"), both past and present. It is recognized that you have entrusted our firm with non-public personal information and it is important that both access persons and customers are aware of firm policy concerning what may be done with that information.

The firm collects personal information about customers from the following sources:

- Information customers provide to complete their financial plan or investment recommendation;
- Information customers provide in engagement agreements and other documents completed in connection with the opening and maintenance of an account;
- Information customers provide verbally; and
- Information received from service providers, such as custodians, about customer transactions.

The firm does not disclose nonpublic personal information about our customers to anyone, except in the following circumstances:

- When required to provide services our customers have requested;
- When our customers have specifically authorized us to do so;
- When required during the course of a firm assessment (i.e. independent audit); or
- When permitted or required by law (i.e. periodic regulatory examination).

Within the firm, access to customer information is restricted to personnel that need to know that information. All access persons and service providers understand that everything handled in firm offices are confidential and they are instructed not to discuss customer information with someone else that may request information about an account unless they are specifically authorized in writing by the customer to do so. This includes, for example, providing information about a spouse's IRA or to children about a parent's account.

To ensure security and confidentiality, the firm maintains physical, electronic, and procedural safeguards to protect the privacy of customer information.

The firm will provide you with its privacy policy on an annual basis per federal law and at any time, in advance, if firm privacy policies are expected to change.

INVESTMENT RECOMMENDATIONS INVOLVING A MATERIAL FINANCIAL INTEREST AND CONFLICTS OF INTEREST

Neither the firm nor an associate is authorized to recommend to a client, or effect a transaction for a client, involving any security in which the firm or a "related person" (e.g., associate, an immediate family member, etc.) has a material financial interest, such as in the capacity as a board member, underwriter or advisor to an issuer of securities, etc.

An associate is prohibited from borrowing from or lending to a client unless the client is an approved financial institution.

Our firm remains focused on ensuring that its offerings are based upon the needs of its clients, not resultant fees received for such services. We want to note that you always have the right to decide whether to act on a recommendation from our firm and, if you elect to do so, you always have the right to do so through the investment professional of your choice.

FIRM/PERSONNEL PURCHASES OF SAME SECURITIES RECOMMENDED TO CLIENTS AND CONFLICTS OF INTEREST

Our firm does not trade for its own account (e.g., proprietary trading). The firm's related persons may buy or sell securities that are the same as, similar to, or different from, those recommended to clients for their accounts, and this poses a conflict of interest. We mitigate this type of conflict of interest through our policies and procedures to ensure that the firm or a related person does not receive preferential treatment over a client. In an effort to reduce or eliminate certain conflicts of interest involving personal trading (i.e., trading ahead of client recommendation, etc.), firm policy may require that we periodically restrict or prohibit related parties' transactions. Our Chief Compliance Officer must approve any exceptions in writing, and personal trading accounts are reviewed on a quarterly or more frequent basis. Please refer to Item 6 of the accompanying Form ADV Part 2B for further details.

ITEM 12: BROKERAGE PRACTICES

FACTORS USED TO SELECT BROKER/DEALERS FOR CLIENT TRANSACTIONS

One and Done Financial does not maintain physical custody of your assets. Your account must be maintained by a qualified custodian (generally a broker/dealer, bank or trust company) that is frequently reviewed for its capabilities to serve in that capacity by their respective industry regulatory authority. Our firm is not a custodian nor is there an affiliate that is a custodian.

When we are engaged to provide an investment consultation via a planning service component, we may recommend the service provider with whom your assets are currently maintained. Should you prefer a new service provider, a recommendation may be made to you by our firm that is based on your needs, overall cost, and ease of use, and following our

review of the recommended provider. If and when the adviser would refer clients to dealers the adviser will only refer clients to dealers registered in states where the clients reside. Note – we tailor our advisory services to the individual needs and goals of our clients.

When you engage our firm to provide its portfolio management services component, we prefer to use MTG, LLC doing business as Betterment Securities ("Betterment Securities" – SEC#51906) and TD Ameritrade (SEC#23395) (FINRA and SIPC member broker/dealers, as the custodians of record.¹ TD Ameritrade Institutional is a division of TD Ameritrade Inc., member FINRA/SIPC ("TD Ameritrade"), an unaffiliated SEC-registered broker-dealer and FINRA member. TD Ameritrade offers to independent investment Advisers, services which include custody of securities, trade execution, clearing and settlement of transactions. One and Done Financial receives some benefits from TD Ameritrade through its participation in the Program. Our firm is independently owned and operated, we are not legally affiliated with Betterment Securities or TD Ameritrade. While we recommend that you use Betterment Securities and TD Ameritrade as your custodian, you will decide whether to do so and will open your account with them by entering into an account agreement directly with them. We do not technically open the account for you, although we assist you in doing so. If you do not wish to place your assets with Betterment Securities or TD Ameritrade as the custodian of record, we are unable to manage your account under our portfolio management services engagement and another service (e.g., our investment consultation engagement) would be necessary. In this situation, we would review asset allocation, risk tolerance and design an investment allocation to closely match client's goals and objectives. This would be performed on a non-discretionary basis. Implementation and follow up would rest solely on the client's behalf.

We seek to recommend a custodian that will hold your assets and execute transactions on terms that are overall more advantageous when compared with other available providers and their services. We consider a wide range of factors, including the following:

- Capability to execute, clear, and settle trades (buy and sell securities for your account) itself or to facilitate such services.
- Capability to facilitate timely transfers and payments to and from accounts.
- Availability of investment research and tools that assist us in making investment decisions.
- Quality of services.
- Competitiveness of the price of those services and willingness to negotiate the prices.

¹ Our advisory firm is not a SIPC member, nor are we required to be. Learn more about the Securities Investor Protection Corporation and how it serves member firms and the investing public by going to their website at <http://www.sipc.org>.

- Reputation, financial strength, and stability.
- Prior service to us and our other clients.

For our clients' accounts that Betterment Securities maintains, Betterment Securities generally does not charge you separately for custody services but is compensated as part of the Betterment Institutional (defined below) platform fee described in Item 5, which is a percentage of the dollar amount of assets in the account in lieu of brokerage transaction commissions. Betterment Securities serves as broker/dealer to Betterment Institutional, an investment and advice platform serving independent investment advisory firms like us ("Betterment Institutional"). Betterment Institutional also makes available various support services which may not be available to Betterment's retail customers. Some of those services help us manage or administer our clients' accounts, while others help us manage and grow our business. Betterment Institutional's support services are generally available on an unsolicited basis (we do not have to request them) and at no charge to us. The following is a detailed description of Betterment Institutional's support services:

Services that benefit you: Betterment Institutional includes access to a range of investment products, execution of securities transactions, and custody of client assets through Betterment Securities. Betterment Securities' services described in this paragraph generally benefit you and your account.

Services that may not directly benefit you: Betterment Institutional also makes available to our firm other products and services that benefit us but may not directly benefit you or your account. These products and services assist us in managing and administering our clients' accounts, such as software and technology that may do the following:

- Assist with back-office functions, recordkeeping, and client reporting of our clients' accounts.
- Provide access to client account data (such as duplicate trade confirmations and account statements).
- Provide pricing and other market data.
- Assist with back-office functions, recordkeeping, and client reporting.

Services that generally benefit only us: By using Betterment Institutional, we will be offered other services intended to help us manage and further develop our business enterprise. These services include the following:

- Educational conferences and events.
- Consulting on technology, compliance, legal, and business needs.

- Publications and conferences on practice management and business succession.

Some of the noted products and services made available by Betterment Securities and/or Betterment Institutional may benefit our firm but may not directly benefit a client account, and certain research and other previously referenced services may qualify as "brokerage or research services" (referred to or considered "soft dollars" in some jurisdictions) under Section 28(e) of the Securities Exchange Act of 1934. The availability of these services from Betterment Securities and/or Betterment Institutional benefits us because we do not have to produce or purchase them. These services may be contingent upon us committing a certain amount of business to Betterment Securities in assets in custody. We therefore have an incentive to recommend that you maintain your account with Betterment Securities, based on our interest in receiving Betterment Institutional and Betterment Securities' services that benefit our business rather than your interest in receiving the best value in custody services and the most favorable execution of your transactions.

This creates a conflict of interest. We believe that our selection of Betterment Securities as custodian and broker is in the best interests of our clients, based on the fact that our selection is supported by the scope, quality, and price of Betterment Securities' services (as noted) and not Betterment Institutional and Betterment Securities' services that benefit only us. Further, we will act in the best interest of our clients regardless of the custodian we may select.

We periodically conduct an assessment of any service provider we recommend (including Betterment Securities) which generally involves a review of their range and quality of services, reasonableness of fees, among other items, and in comparison to their industry peers.

BEST EXECUTION

"Best execution" means the most favorable terms for a transaction based on all relevant factors, including those listed in the paragraph titled Factors Used to Select Broker/Dealers for Client Transactions. The firm receives a benefit because it does not have to produce or pay for certain types of research, products or services, and the firm may have an incentive to select or recommend a broker/dealer based on its own interests in receiving the research or other products or services, rather than its clients' interest in receiving most favorable execution. We recognize our obligation in seeking best execution for our clients, however, it is our belief that the determinative factor is not always the lowest possible cost but whether the selected service provider's transactions represent the best "qualitative execution" while taking into consideration the full range of services provided. We will seek services involving competitive rates, but it may not necessarily correlate into the lowest possible rate for each transaction. Our firm has determined having portfolio management services account trades

completed through Betterment Securities is consistent with our duty to seek best execution. We also periodically review policies regarding our recommending custodians to our clients in light of our duty to seek best execution.

DIRECTED BROKERAGE

Our internal policy and operational relationship with our custodian requires client accounts custodied with them to have trades executed per their order routing requirements. We do not direct which executing broker should be selected for client account trades; whether that is an affiliate of our preferred custodian or another executing broker of our custodian's choice. As a result, you may experience greater spreads, or receive less favorable net prices on transactions than might otherwise be the case. Since we routinely recommend a custodian for our advisory clients, and that custodian may choose to use the execution services of its broker affiliate for some or all of our client account transactions, there is an inherent conflict of interest involving our recommendation since our advisory firm receives various products or services described in this section from that custodian. Note that we are not compensated for trade routing/order flow, nor are we paid commissions on such trades. We do not receive interest on our client accounts' cash balances.

As disclosed above, One and Done Financial participates in TD Ameritrade's institutional customer program and may recommend TD Ameritrade to clients for custody and brokerage services. There is no direct link between One and Done Financial's participation in the program and the investment advice it gives to its clients, although One and Done Financial receives economic benefits through its participation in the program that are typically not available to TD Ameritrade retail investors. These benefits include the following products and services (provided without cost or at a discount): receipt of duplicate client statements and confirmations; research related products and tools; consulting services; access to a trading desk serving One and Done Financial participants; access to block trading (which provides the ability to aggregate securities transactions for execution and then allocate the appropriate shares to client accounts); the ability to have advisory fees deducted directly from client accounts; access to an electronic communications network for client order entry and account information; access to mutual funds with no transaction fees and to certain institutional money managers; and discounts on compliance, marketing, research, technology, and practice management products or services provided to One and Done Financial by third party vendors. TD Ameritrade may also have paid for business consulting and professional services received by One and Done Financial's related persons. Some of the products and services made available by TD Ameritrade through the program may benefit One and Done Financial but may not benefit its client accounts. These products or services may assist One and Done Financial in managing and administering client accounts, including accounts not maintained at TD Ameritrade. Other services made available by TD Ameritrade

are intended to help One and Done Financial manage and further develop its business enterprise. The benefits received by One and Done Financial or its personnel through participation in the program do not depend on the amount of brokerage transactions directed to TD Ameritrade. As part of its fiduciary duties to clients, One and Done Financial endeavors at all times to put the interests of its clients first. Clients should be aware, however, that the receipt of economic benefits by One and Done Financial or its related persons in and of itself creates a potential conflict of interest and may indirectly influence One and Done Financial's choice of TD Ameritrade for custody and brokerage services.

Our portfolio management clients are unable to engage in directed brokerage via our custodian. As a result, they may pay higher transaction costs, potentially experience greater spreads, or receive less favorable net prices on transactions for their account than would otherwise be the case if they had the opportunity to direct brokerage.

Clients who maintain their account at a custodian of their choice (e.g., held-away accounts) may choose to request that a particular broker is used to execute some or all account transactions. Under these circumstances, the client will be responsible for negotiating, in advance of each trade, the terms and/or arrangements involving their account with that broker, and whether the selected broker is affiliated with their custodian of record or not. We will not be obligated to seek better execution services or prices from these other brokers, and we will be unable to aggregate transactions for execution via our custodian with other orders for accounts managed by our firm.

AGGREGATING SECURITIES TRANSACTIONS

Trade aggregation involves the purchase or sale of the same security for several clients/accounts at approximately the same time. This may also be termed "blocked," "bunched" or "batched" orders. Aggregated orders are affected in an attempt to obtain better execution, negotiate favorable transaction rates, or to allocate equitably among multiple client accounts should there be differences in prices, brokerage commissions or other transactional costs that might otherwise be unobtainable through separately placed orders. Our firm may, but is not obligated to aggregate orders, and the firm does not receive additional compensation or remuneration as a result of aggregated transactions.

Transaction charges and/or prices may vary due to account size and/or method of receipt. To the extent that the firm determines to aggregate client orders for the purchase or sale of securities, including securities in which a related person may invest, the firm will generally do so in accordance with the parameters set forth in SEC No-Action Letter, SMC Capital, Inc., or similar guidance if the jurisdiction in which the client resides provides such direction.

Please note that when trade aggregation is not allowed or infeasible and necessitates individual transactions (e.g., withdrawal or liquidation requests, odd-lot trades, non-discretionary accounts, etc.), an account may potentially be assessed higher costs or less favorable prices than those where aggregation has occurred.

We review firm trading processes on a periodic basis to ensure they remain within stated policies and regulation. You will be informed, in advance, should trading practices change at any point in the future.

TRADE ERRORS

The firm corrects its trade errors through an account maintained by its custodian, and the firm may be responsible for certain trading error losses that occur within a client account. Should there be a gain following the correction of a trading error, the firm will credit the client's account.

CLIENT REFERRALS FROM CUSTODIANS

We do not receive referrals from our custodian; nor are client referrals a factor in our selection of our custodian.

ITEM 13: REVIEW OF ACCOUNTS

SCHEDULE FOR PERIODIC REVIEW OF CLIENT ACCOUNTS

Financial Planning Services

Periodic reviews are encouraged for any form of our planning services. Depending on the type of engagement with our firm, they may occur on a monthly, quarterly or at least on an annual basis. Reviews will be scheduled with and conducted by Jim Rasmussen and/or Daniel Hannoush, and typically involve analysis and possible revision of your previous financial plan or investment allocation. A copy of the revised plans or asset allocation reports will be provided to the client upon request.

Portfolio Management Services

Jim Rasmussen or Daniel Hannoush review portfolios on a quarterly or more frequent basis based on the investment strategy implemented in the client account. When managing your portfolio, we are alerted on a daily basis if the market were to change your overall allocation beyond specific tolerance bands. Example: 80% stock allocation with 20% bonds based on market changes moves to 83% stock and 17% bonds. Upon such alert, we may rebalance your portfolio in order to maintain your risk tolerance and allocation for your stated goals and objectives. Mr. Rasmussen or Mr. Hannoush also complete client-level reviews, and we recommend that they occur on at least an annual basis. A copy of a revised investment guidelines or asset allocation reports will be provided to the client upon request.

For accounts served by a recommended third-party investment manager, Jim Rasmussen or Daniel Hannoush will periodically review reports provided to you by your third-party investment manager. We will contact you at least annually to review your financial situation and objectives. We will communicate information to your third-party investment manager as warranted and assist you in understanding and evaluating the services provided by the third-party manager. In certain instances, you may be able to communicate directly with your selected third-party investment manager but we ask that you coordinate the session through our firm.

Retirement Plans

Periodic plan sponsor reviews are encouraged, and we believe they should occur at least on an annual basis if practical. Jim Rasmussen or Daniel Hannoush will conduct reviews, and it typically involves an analysis and possible revision of previous plan recommendations. A copy of the revised plans or other requested reports will be provided upon request. We will conduct annual plan participant group review sessions upon request.

REVIEW OF CLIENT ACCOUNTS ON NON-PERIODIC BASIS

Financial Planning Services

You should contact our firm for additional reviews when you anticipate or have experienced changes in your financial situation (i.e., changes in employment, an inheritance, the birth of a new child, etc.), or should you prefer to change requirements involving your investment account. Jim Rasmussen or Daniel Hannoush conduct non-periodic reviews, and a copy of revised plans or asset allocation reports will be provided to the client upon request.

Portfolio Management Services

Additional reviews by a Betterment Institutional portfolio manager, Jim Rasmussen, and/or Daniel Hannoush may be triggered by news or research related to a specific holding, a change in our view of the investment merits of a holding, or news related to the macroeconomic climate affecting a sector or holding within that sector. A portfolio may be reviewed for an additional holding or when an increase in a current position is under consideration. Account cash levels above or below what we deem appropriate for the investment environment, given the client's stated tolerance for risk and investment objectives, may also trigger a review.

Periodic reviews of Securities held are done on a minimum quarterly basis by the advisor. Reviews of the Clients accounts and underlying holdings are also done on a minimum quarterly basis. Reviews of Clients accounts with the Client are suggested to be at a minimum annual basis with their advisor.

Retirement Plans

Plan sponsors should contact our firm for additional reviews when there are material changes to the plan requirements or financial situation. The review is conducted by Jim Rasmussen and/or Daniel Hannoush and typically involves an analysis and possible revision of previous plan recommendations. A copy of the revised reports will be provided upon request. We do not conduct unscheduled participant-level reviews.

CONTENT OF CLIENT PROVIDED REPORTS AND FREQUENCY

Whether you have opened and maintained an investment account on your own or with our assistance, you will receive account statements sent directly from mutual fund companies, transfer agents, custodians or brokerage companies where your investments are held. We urge you to carefully review these account statements for accuracy and clarity, and to ask questions when something is not clear.

We may provide portfolio "snapshots" if we are asked to provide periodic asset allocation advice for a held-away account, but we do not provide ongoing performance reporting through a financial planning component. Portfolio management services accounts may receive performance reports from our firm that have been generated from our custodian's

data systems; however, we do not create our own performance reports. We do not back-test or certify reports from an external party, including Betterment Securities.

Clients are urged to carefully review and compare account statements that they have received from their custodian with any report they may receive from any source if that report contains any type of investment performance information.

ITEM 14: CLIENT REFERRALS & OTHER COMPENSATION

Please refer to Items 10 and 12 for additional information with respect to our offerings/services and the conflicts of interest they may present. Also, refer to Item 12 for explanation of soft dollar benefits received from our custodians.

We do not engage in solicitation activities involving unregistered persons. If we receive or offer an introduction to a client, we do not pay or earn a referral fee, nor are there established quid pro quo arrangements. Each client retains the option to accept or deny such referral or subsequent services.

An associate of the firm may hold individual membership or serve on boards or committees of professional industry associations. Generally, participation in any of these entities require membership fees to be paid, adherence to ethical guidelines, as well as in meeting experiential and educational requirements. A benefit these entities may provide to the investing public is the availability of online search tools that allow interested parties (prospective clients) to search for individual participants within a selected state or region. These passive websites may provide means for interested persons to contact a participant via electronic mail, telephone number, or other contact information, in order to interview the participating member. The public may also choose to telephone association staff to inquire about an individual within their area, and would receive the same or similar information. A portion of these participant's membership fees may be used so that their name will be listed in some or all of these entities' websites (or other listings). The noted associations do not actively market prospective clients locating our advisory firm or an associate via these methods. Clients who find our firm in this way do not pay more for their services than clients referred in any other fashion. The firm does not pay these entities for prospective client referrals, nor is there a fee-sharing arrangement reflective of a solicitor engagement.

ITEM 15: CUSTODY

An unaffiliated, qualified custodian, such as a bank, trust company, broker/dealer, mutual fund companies or transfer agent, will maintain accounts. Our firm does not have physical custody of any client's funds or securities. In keeping with this policy involving our clients' funds or securities, our firm does the following:

- Restrict the firm or an associate from serving as trustee or having general power of attorney over a client account;
- Prohibit any associate from having authority to directly withdraw securities or cash assets from a client account.
- Does not accept or forward client securities (i.e., stock certificates) erroneously delivered to our firm;
- Will not collect advance fees of \$1,200 or more for services that are to be performed six months or more into the future; and
- Will not authorize an associate to have knowledge of a client's account access information (i.e., online 401(k), brokerage or bank accounts) if such access would allow physical control over account assets.

We require clients to provide us with written authorization to instruct our custodians to deduct our management fees directly from the clients account. We are deemed to have constructive custody of your assets due to this authority.

Your custodian of record will provide you with your transaction confirmations and account statements, which will include all debits and credits as well as our firm's advisory fee for that period. Statements are provided on at least a quarterly basis or as transactions occur within their account. Our firm will not create an account statement for a client or serve as the sole recipient of an account statement.

Safeguards around custody of client assets:

- A. The investment adviser has custody of the funds and securities solely as a consequence of its authority to make withdrawals from client accounts to pay its advisory fee.
- B. The investment adviser has written authorization from the client to deduct advisory fees from the account held with the qualified custodian.
- C. Each time a fee is directly deducted from a client account, the investment adviser concurrently:
 - i. Sends the qualified custodian an invoice or statement of the amount of the fee to be deducted from the client's account; and
 - ii. Sends the client an invoice or statement itemizing the fee. Itemization includes the formula used to calculate the fee, the value of the assets under management on which the fee is based, and the time period covered by the fee.

You are reminded to carefully review and compare your account statements that you have received directly from your custodian of record with any performance report you may receive from any source. We urge you to carefully review such statements and compare such official custodial records to the account statements, reports, and invoices that we provide to you.

ITEM 16: INVESTMENT DISCRETION

PORTFOLIO MANAGEMENT SERVICES

We provide our portfolio management services on a discretionary basis. Under a limited power of attorney, discretionary authority allows our firm to implement investment decisions, such as the purchase or sale of a security on behalf of your account, without requiring your prior authorization for each transaction in order to meet your stated investment objectives. This authority will be granted through your execution of both our engagement agreement and the selected custodian's account opening documents. Note that your custodian will specifically limit our firm's authority within your account to the placement of trade orders and the request for the deduction of our advisory fees.

It remains your responsibility to notify us if there is any change in your situation and/or investment objective so that we may reevaluate previous investment recommendations or portfolio holdings.

FINANCIAL PLANNING SERVICES

If you ask us to assist you in any trade execution (including account rebalancing) under an investment consultation component of our financial planning services, such as assisting you with your held-away assets, it will only be accomplished on a non discretionary basis.

RETIREMENT PLANS

Our firm may serve plans/plan sponsors as an ERISA §3(38), to include making the final decision of the selection and termination of a mutual fund or ETF, and we may serve as the investment manager, and have trading authority within a plan participant (self-directed) account.

ITEM 17: VOTING CLIENT SECURITIES

You may periodically receive proxies or other similar solicitations sent directly from your selected custodian or transfer agent. Should we receive a duplicate copy, note that we do not forward these or any correspondence relating to the voting of your securities, class action litigation, or other corporate actions.

Our firm does not vote proxies on your behalf, including accounts that we serve on a discretionary basis. We do not offer guidance on how to vote proxies, nor will we offer guidance involving any claim or potential claim in any bankruptcy proceeding, class action securities litigation or other litigation or proceeding relating to securities held at any time in a client account, including, without limitation, to file proofs of claim or other documents related to such proceeding, or to investigate, initiate, supervise or monitor class action or other litigation involving client assets. We will answer limited questions with respect to what a proxy-voting request or other corporate matter may be and how to reach the issuer or their legal representative.

You will maintain exclusive responsibility for directing the manner in which proxies solicited by issuers of securities that are beneficially owned by you shall be voted, as well as making all other elections relative to mergers, acquisitions, tender offers or other legal matters or events pertaining to your holdings. You should consider contacting the issuer or your legal counsel involving specific questions you may have with respect to a particular proxy solicitation or corporate action.

ITEM 18: FINANCIAL INFORMATION

Our advisory firm will not take physical custody of client assets, nor do we have the type of account authority to have such control. Fee withdrawals must be done through a qualified intermediary (e.g., custodian of record), per prior written agreement with the client, and following the client's receipt of our firm's written notice (termed "constructive custody").

Engagements with our firm does not require that we collect fees from a client of \$1,200 or more for our advisory services that we have agreed to perform six months or more into the future.

Neither our firm nor its management serve as general partner for a partnership or trustee for a trust in which the firm's advisory clients are either partners of the partnership or beneficiaries of the trust.

The firm and its management do not have a financial condition likely to impair its ability to meet commitments to clients, nor has the firm and its management has been the subject of a bankruptcy petition at any time during the past ten years.

Due to the nature of our firm's advisory services and operational practices, an audited balance sheet is not required nor included in this brochure.

ITEM 19: REQUIREMENTS FOR STATE-REGISTERED ADVISORS

For further information involving firm principal executive and management personnel, their business activities as well as material conflicts of interest, please refer to areas previously disclosed in Items 6 and 9 through 11, as well as the accompanying Form ADV Part 2B brochure supplement that immediately follows this page, per Item 10 of this brochure, neither the firm nor a member of its management has a material relationship with the issuer of a security (listed or not listed in the brochure). There have been neither awards nor sanctions or other matters where any Management person or One and Done Financial has been found liable in an arbitration, self-regulatory or administrative proceeding, nor has our advisory firm has been the subject of a bankruptcy petition.



One and Done Financial Services LLC

1227 N. Peachtree Parkway, Suite #216
Peachtree City, GA 30269

678.712.6656
contact@oneanddonefinancial.com
www.oneanddonefinancial.com

James A. Rasmussen, CPA/PFSSM, CGMA[®], CKA[®], CFP[®]

Principal, Chief Growth Officer, &
Investment Advisor Representative
627 Doubletrace Ln, Peachtree City GA 30269

Form ADV Part 2B: Brochure Supplement

December 7, 2020

This brochure provides information about Jim Rasmussen that supplements the One and Done Financial Services LLC Form ADV Part 2A firm brochure. You should have received a copy of that brochure. Please contact One and Done Financial at contact@oneanddonefinancial.com if you did not receive the full brochure or if you have any questions about the contents of this supplement. Additional information about Jim Rasmussen is available on the Securities and Exchange Commission's (SEC) website at www.adviserinfo.sec.gov.

ITEM 2: EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE

Regulatory guidance requires the firm to disclose relevant post-secondary education and professional training for each principal executive and associate of the firm, as well as their business experience for at least the most recent five years.

PRINCIPAL EXECUTIVE OFFICERS AND MANAGEMENT PERSONS

Chief Growth Officer / Investment Advisor Representative/ Principal

James (Jim) Andrew Rasmussen

Year of Birth: 1973 / CRD Number: 6524907

EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE

Educational Background

- **Bachelors of Business Administration (Accounting)**, Georgia State University; Atlanta, GA
- **Certified Public Accountant (CPA)**, Georgia Board of Public Accountancy¹
- **Personal Financial Specialist (PFSSM)**, American Institute of Certified Public Accountants²
- **CERTIFIED FINANCIAL PLANNERTM Practitioner (CFP[®])**, Certified Financial Planner Board of Standards, Inc.³
- **Chartered Global Management Accountant (CGMA[®])**, American Institute of Certified Public Accountants⁴
- **Certified Kingdom Advisor (CKA[®])**, Kingdom Advisors⁵

Business Experience

- One and Done Financial Services LLC (08/2015 – Present)
Peachtree City, GA
Principal/ Co-Managing Member / Chief Growth Officer
- Chick-fil-A, Inc. (08/1996—12/2016)
Atlanta, GA
Financial Management Consultant
- Wise Investment Services, LLC (07/2015—09/2015)
Cumming, GA
Investment Advisor Representative

ITEM 3: DISCIPLINARY INFORMATION

Registered investment advisors are required to disclose certain material facts about its associated personnel regarding any legal or disciplinary events, including criminal or civil action in a domestic, foreign or military court, or any proceeding before a state, federal or foreign regulatory agency, self-regulatory organization, or suspension or sanction by a professional association for violation of its conduct rules, that would be material to your

evaluation of each officer or a supervised person providing investment advice. Jim Rasmussen has not been the subject of any such event.

ITEM 4: OTHER BUSINESS ACTIVITIES

Investment advisor representatives are required to disclose outside business activities that account for a significant portion of their time or income, or that may present a conflict of interest with their advisory activities.

Neither Jim Rasmussen nor our advisory firm has a material relationship with the issuer of a security. He is not registered, nor has an application pending to register, as a registered representative of a broker/dealer or associated person of a futures commission merchant, commodity pool operator, or commodity trading advisor. He does not receive commissions, bonuses or other compensation based on the sale of securities, including that as a registered representative of a broker/dealer or the distribution or service ("trail") fees from the sale of mutual funds.

Jim Rasmussen owns 33% of BluePeak Wealth Partners, LLC. This other business activity involves up to 5% of his time, during traditional business hours, and is not perceived to present a conflict of interest between our advisory firm and its clients.

ITEM 5: ADDITIONAL COMPENSATION

Neither our advisory firm nor Jim Rasmussen is compensated for advisory services involving performance-based fees. Firm policy does not allow associated persons to accept or receive additional economic benefit, such as sales awards or other prizes, for providing advisory services to firm clients.

ITEM 6: SUPERVISION

Jim Rasmussen is supervised by the firm's Chief Compliance Officer. Daniel Hannoush serves as the firm's Chief Compliance Officer and supervises One and Done Financial's operations and employees. The firm has adopted policies and procedures to ensure the firm's oversight obligations are met. Questions relative to the firm, its services or this Form ADV Part 2B

brochure supplement may be made to the attention of Mr. Hannoush at contact@oneanddonefinancial.com.

Additional information about the firm, other advisory firms, or an associated investment advisor representative is available on the internet at www.adviserinfo.sec.gov. A search of this site for firms may be accomplished by firm name or a unique firm identifier, known as an IARD or CRD number. The IARD number for One and Done Financial is 281456. The business and disciplinary history, if any, of an investment advisory firm and its representatives may also be obtained by calling the Georgia Securities Division at (478) 207-2440.

ITEM 7: REQUIREMENTS FOR STATE-REGISTERED ADVISERS

There have been neither awards nor sanctions or other matter where Jim Rasmussen or One and Done Financial has been found liable in an arbitration, self-regulatory or administrative proceeding. Neither Jim Rasmussen nor our advisory firm has been the subject of a bankruptcy petition.

IMPORTANT INFORMATION ABOUT INDUSTRY DESIGNATIONS AND EXAMINATIONS

¹ **Certified Public Accountants (CPA)** 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 conflict exists), maintain client confidentiality, disclose to the client any commission or referral fees, and serve the public interest when providing financial services. The majority of state boards of accountancy has adopted the AICPA's *Code of Professional Conduct* within their state accountancy laws or have created their own.

² The **Personal Financial Specialist (PFSSM)** credential demonstrates that an individual has met the minimum education, experience and testing required of a CPA in addition to a minimum level of expertise in personal financial planning. To attain the PFSSM credential, a candidate must hold an unrevoked CPA license, fulfill

3,000 hours of personal financial planning business experience, complete 80 hours of personal financial planning CPE credits, pass a comprehensive financial planning exam and be an active member of the AICPA. A PFSSM credential holder is required to adhere to AICPA's *Code of Professional Conduct* and is encouraged to follow AICPA's *Statement on Responsibilities in Financial Planning Practice*. To maintain their PFSSM credential, the recipient must complete 60 hours of financial planning CPE credits every three years. The PFSSM credential is administered through the AICPA.

³ The **Chartered Global Management Accountant (CGMA®)** credential is offered through American Institute of Certified Public Accountants (AICPA) and demonstrates that an individual has met the minimum education, experience and testing required of a CGMA designee. The exam is an integrated, comprehensive strategic case study that assesses the competencies required in today's business environment. Candidates are required to apply theoretical and practical knowledge to a real-world scenario in order to demonstrate their ability to guide business decisions. To qualify for the CGMA designation through the AICPA, the candidate must be a regular member of the AICPA, pass the CGMA exam and have a minimum of three years relevant, work-based, practical management accounting experience. The range of experience must be across at least four competencies in the technical and business skills knowledge areas, with a minimum of one per area. The depth of experience must include a minimum of 18 months at the intermediate or higher proficiency level as defined in the CGMA[®] Competency Framework. Demonstrated work-based experience in competencies from the leadership or people skills knowledge areas. To maintain the CGMA[®] designation, a person must remain a regular member of the AICPA in good standing and pay the annual fee for the designation. Continuing professional education (CPE) is required for CPAs to maintain their professional competence and provide quality professional services.

⁴ The **Certified Kingdom Advisor (CKA®)** credential is offered through Kingdom Advisors. Their vision is to serve the public by creating a recognized and credible specialty of Christian financial, legal, and accounting professionals within the financial services industry offering biblically wise financial advice. Kingdom Advisors (KA) offers the following:

- Advocacy: KA serves as the primary industry advocate for the specialty of biblically wise financial advice.
- Training: KA trains their members to integrate their faith and practice through a vast array of member offerings and experiences.
- Community: KA connects members by facilitating networking, accountability, and encouragement among like-minded peers.
- Designation: KA certifies financial professionals who earn the Certified Kingdom Advisor® designation, the gold standard for advisors who offer biblically wise financial advice.

⁵ 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 the following:
 - 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 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 the 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 the CFP® certification.



One and Done Financial Services LLC

1227 N. Peachtree Parkway, Suite #216
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678.712.6656

contact@oneanddonefinancial.com

www.oneanddonefinancial.com

Daniel Hannoush, MS, CFP®

Principal, Chief Executive Officer, Chief Compliance Officer, &
Investment Advisor Representative

4117 Moonstone Dr, Bozeman, MT 59718

Form ADV Part 2B: Brochure Supplement

December 7, 2020

This brochure provides information about Daniel Hannoush that supplements the One and Done Financial Services LLC Form ADV Part 2A firm brochure. You should have received a copy of that brochure. Please contact One and Done Financial at contact@oneanddonefinancial.com if you did not receive the full brochure or if you have any questions about the contents of this supplement.

Additional information about Daniel Hannoush is available on the Securities and Exchange Commission's (SEC) website at www.adviserinfo.sec.gov.

ITEM 2: EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE

Regulatory guidance requires the firm to disclose relevant post-secondary education and professional training for each principal executive and associate of the firm, as well as their business experience for at least the most recent five years.

PRINCIPAL EXECUTIVE OFFICERS AND MANAGEMENT PERSONS

Principal, Chief Executive Officer, Chief Compliance Officer, & Investment Advisor Representative

Daniel Hannoush

Year of Birth: 1988 / CRD Number: 6449227

EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE

Educational Background

- **Bachelors of Science in Chemical & Biomolecular Engineering**, Georgia Institute of Technology; Atlanta, GA
- **Master of Science in Wealth Management**, Georgia State University
- **CERTIFIED FINANCIAL PLANNER™ (CFP®)**, Certified Financial Planner Board of Standards, Inc.¹

Business Experience

- One and Done Financial Services LLC (05/2016 – Present)
Peachtree City, GA
Principal, CEO, & CCO
- BluePeak Wealth Management, Inc. (02/2015 – 12/2016)
Covington, GA
Founder | Financial Advisor
- General Mills, Inc. (05/2010 – 8/2013)

ITEM 3: DISCIPLINARY INFORMATION

Registered investment advisors are required to disclose certain material facts about its associated personnel regarding any legal or disciplinary events, including criminal or civil action in a domestic, foreign or military court, or any proceeding before a state, federal or foreign regulatory agency, self-regulatory organization, or suspension or sanction by a professional association for violation of its conduct rules, that would be material to your evaluation of each officer or a supervised person providing investment advice. Daniel Hannoush has not been the subject of any such event.

ITEM 4: OTHER BUSINESS ACTIVITIES

Investment advisor representatives are required to disclose outside business activities that account for a significant portion of their time or income, or that may present a conflict of interest with their advisory activities.

Neither Daniel Hannoush nor our advisory firm has a material relationship with the issuer of a security. He is not registered, nor has an application pending to register, as a registered representative of a broker/dealer or associated person of a futures commission merchant, commodity pool operator, or commodity-trading advisor. He does not receive commissions, bonuses or other compensation based on the sale of securities, including that as a registered representative of a broker/dealer or the distribution or service ("trail") fees from the sale of mutual funds.

Daniel Hannoush owns 33% of BluePeak Wealth Partners, LLC. This other business activity involves up to 5% of his time, during traditional business hours, and is not perceived to present a conflict of interest between our advisory firm and its clients.

ITEM 5: ADDITIONAL COMPENSATION

Neither our advisory firm nor Daniel Hannoush is compensated for advisory services involving performance-based fees. Firm policy does not allow associated persons to accept or receive additional economic benefit, such as sales awards or other prizes, for providing advisory services to firm clients.

ITEM 6: SUPERVISION

Daniel Hannoush serves as the firm's Chief Compliance Officer. Because supervising one's self poses a conflict of interest, the firm has adopted policies and procedures to mitigate this conflict, and Mr. Hannoush agrees to adhere to such policies and procedures. He will be supervising his own activities and no one else will be supervising him. Questions relative to the firm, its services or this Form ADV Part 2B brochure supplement may be made to the attention of Mr. Hannoush at contact@oneanddonefinancial.com.

Additional information about the firm, other advisory firms, or an associated investment advisor representative is available on the internet at www.adviserinfo.sec.gov. A search of this site for firms may be accomplished by firm name or a unique firm identifier, known as an IARD or CRD number. The IARD number for One and Done Financial is 281456. The business and disciplinary history, if any, of an investment advisory firm and its representatives may also be obtained by calling the Georgia Securities Division at (478) 207-2440.

ITEM 7: REQUIREMENTS FOR STATE-REGISTERED ADVISERS

There have been neither awards nor sanctions or other matter where Daniel Hannoush or One and Done Financial has been found liable in an arbitration, self-regulatory or administrative proceeding. Neither Daniel Hannoush nor our advisory firm has been the subject of a bankruptcy petition.

IMPORTANT INFORMATION ABOUT INDUSTRY DESIGNATIONS AND EXAMINATIONS

¹ 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

4. High standard of professional education;
5. Stringent code of conduct and standards of practice; and
6. 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 the following:
 - 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 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 the 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 the CFP® certification.

Daniel has satisfied the Education, Examination, and the Ethics requirements. He is in the process of satisfying the Experience requirement.