

Item 1 - Supervised Person Brochure

Part 2B of Form ADV

Taylor L. Peterson, CFP®, CRPC®



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This brochure provides information about Taylor Peterson and supplements the Richard W. Paul & Associates, LLC brochure. You should have received a copy of that brochure. Please contact Taylor Peterson if you did not receive Richard W. Paul & Associates, LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about Taylor L. Peterson (CRD#6392451) is available on the SEC's website at www.adviserinfo.sec.gov.

March 27, 2020

Brochure Supplement (Part 2B of Form ADV)
Supervised Person Brochure

Taylor L. Peterson

- Year of birth: 1991

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

- Texas A & M University; Bachelor of Science – Wildlife and Fisheries Sciences; 2013

Business Experience:

- Midwest Financial Consultants, Inc.; Insurance Agent; 01/2016 -Present
- Richard W. Paul & Associates, LLC; Investment Advisor Representative; 11/2015-Present
- G.F. Investment Services, LLC; Registered Representative; 05/2016-Present
- Barn Owl Beauties; CEO; 04/2015-01/2017
- First Heartland Consultants, Inc.; Investment Advisor Representative; 10/2015–10/2015
- First Heartland Capital Inc.; Registered Representative; 10/2015-10/2015
- Integrated Capital Management; Associate; 08/2015-10/2015
- Per Stirling Capital Management, LLC; Investment Advisor Representative; 09/2014-08/2015
- B.B. Graham & Company, Inc.; Registered Representative; 03/2015-07/2015
- Austin Aquarium; Biologist; 12/2013-06/2014
- Texas A & M University; Student; 08/2009-08/2013
- Full-time Student; 01/2000-12/2013

Professional Certifications

Employees have earned certifications and credentials that are required to be explained in further detail.

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.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board’s studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor’s Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board’s financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- Examination – Pass the comprehensive CFP® Certification Examination. The examination includes case studies and Client scenarios designed to test one’s ability to correctly diagnose financial planning issues and apply one’s knowledge of financial planning to real world circumstances;
- Experience – Complete at least three years of full-time financial planning-related experience (or 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 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 their CFP® certification.

Chartered Retirement Planning CounselorSM (CRPC®): Chartered Retirement Planning Counselor is a designation granted by the College for Financial Planning. CRPC® certification requirements:

- Successfully complete the program.
- Pass the final exam.
- Comply with the Code of Ethics.
- When you achieve your CRPC® designation, you must complete 16 hours of continuing education.
- Reaffirm to abide by the Standards of Professional Conduct.
- Pay a biennial renewal fee.

Item 3 - Disciplinary Actions

Criminal or Civil Action: None to report.

Administrative Proceeding: None to report

Self-Regulatory Organization Proceeding: None to report.

Other Proceeding: None to report.

Item 4 - Other Business Activities Engaged In

Taylor Peterson is a licensed insurance agent with a financial industry affiliated business. Approximately 35% of her time is spent in her insurance business. Ms. Taylor is also a registered representative of a broker-dealer. Approximately 5% of her time is spent in this business practice. From time to time, she offers clients advice or products from these activities. Clients are not required to purchase any products.

These practices represent a conflict of interest because it gives Ms. Peterson an incentive to recommend products based on the commission amount received. This conflict is mitigated by disclosures, procedures, and the firm's Fiduciary obligation to place the interests of the client first and clients are not required to purchase any products. Clients have the option to purchase these products through another registered representative or insurance agent of their choosing.

Item 5 - Additional Compensation

Ms. Peterson receives separate, yet typical compensation/commissions for her role as a registered representative and an insurance agent, but she does not receive any performance based fees.

Item 6 - Supervision

Taylor Peterson is supervised by Richard W. Paul who is the Chief Compliance Officer and owner of Richard W. Paul & Associates, LLC. Richard W. Paul is solely responsible for all supervision and formulation and monitoring of investment advice offered to clients. He will monitor Taylor's work through typical reviews and regular office interactions.

Item 7 - Requirements for State-Registered Advisors

Arbitration Claims: None to report.

Self-Regulatory Organization or Administrative Proceeding: The firm and its management have not been involved in any administrative enforcements in the last ten (10) years.

Bankruptcy Petition: None to report.