



# Blue Barn Wealth

Blue Barn Wealth, LLC

**Form ADV Part 2B**

Individual Disclosure Brochure Supplement

*for*

Jeffrey Todd Brimhall, PhD, CFP®, CFA®

Personal CRD Number: 5973171

Investment Adviser Representative

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This brochure provides information about Jeffrey Todd Brimhall that supplements the Blue Barn Wealth, LLC brochure (Form ADV Part 2A). You should have received a copy of that brochure. Please contact Jeff if you did not receive Blue Barn Wealth's brochure or if you have any questions about the contents of this supplement.

Throughout this document Blue Barn Wealth, LLC may be referred to as "Blue Barn Wealth," and Jeffrey Todd Brimhall may be referred to as "Jeff" or "Jeff Brimhall."

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

## Item 2: Educational Background and Business Experience

Name: Jeffrey Todd Brimhall

Born: 1975

### Education

- PhD Economics, Southern Methodist University, 2007
- BS Civil Engineering, Brigham Young University, 2000

### Designations

- CFP® – Certified Financial Planner
- CFA – Chartered Financial Analyst

### CFP® Certification

The CERTIFIED FINANCIAL PLANNER™, CFP®, and CFP® (with plaque 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 cash flow and debt management, education planning, risk management and insurance planning, investment planning, tax planning, retirement savings and income 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. For more information about CFP® certification, please visit [www.cfp.net](http://www.cfp.net).

## CFA Certification

The Chartered Financial Analyst (CFA) charter is a globally respected, graduate-level investment credential established in 1962 and awarded by CFA Institute - the largest global association of investment professionals. There are currently more than 90,000 CFA charter holders working in 134 countries. To earn the CFA charter, candidates must: 1) pass three sequential, six-hour examinations; 2) have at least four years of qualified professional investment experience; 3) join CFA Institute as members; and 4) commit to abide by, and annually reaffirm, their adherence to the CFA Institute Code of Ethics and Standards of Professional Conduct.

### *High Ethical Standards*

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

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

### *Global Recognition*

Passing the three CFA exams is a difficult feat that requires extensive study (successful candidates report spending an average of 300 hours of study per level). Earning the CFA charter demonstrates mastery of many of the advanced skills needed for investment analysis and decision making in today's quickly evolving global financial industry. As a result, employers and clients are increasingly seeking CFA charterholders - often making the charter a prerequisite for employment.

Additionally, regulatory bodies in 22 countries and territories recognize the CFA charter as a proxy for meeting certain licensing requirements, and more than 125 colleges and universities around the world have incorporated a majority of the CFA Program curriculum into their own finance courses.

### *Comprehensive and Current Knowledge*

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

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

To learn more about the CFA charter, visit [www.cfainstitute.org](http://www.cfainstitute.org).

## **Business Background**

- 10/2017 – Present      *Managing Partner*, Blue Barn Wealth, LLC
- 10/2017 – Present      *Owner/Manager*, Force for Good Financial, LLC and HJB Wealth Management, LLC

- 11/2017 – 03/2019 *Investment Adviser Representative, Financial Planning Office, LLC*
- 06/2016 – 09/2017 *President, Blue Barn Wealth, LLC*
- 07/2011 – 05/2016 *Senior Advisor, Soltis Investment Advisors*
- 08/2008 – 06/2011 *Instructor, Case Western Reserve University*
- 07/2007 – 07/2009 *Equity Analyst, National City Private Client Group*

### Item 3: Disciplinary Information

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

### Item 4: Other Business Activities

Jeff Brimhall is the owner and operator of Brimhall Properties, a Pleasant Grove, UT real estate rental business. This activity involves five percent of his time each month and after traditional business hours. No advisory firm clients are investors in, solicited on behalf of, or served by Brimhall Properties; therefore, our firm does not believe this activity presents a conflict of interest with its clients.

### Item 5: Additional Compensation

Jeff does not receive any economic benefit from any person, company, or organization, other than Blue Barn Wealth in exchange for providing clients advisory services through Blue Barn Wealth.

### Item 6: Supervision

As a representative of Blue Barn Wealth, Jeff Brimhall works in consultation with the Chief Compliance Officer, Hyrum Smith, to ensure that advice provided to clients is consistent with regulation and with the firm's policies and procedures. Jeff adheres to applicable regulations regarding the activities of an Investment Adviser Representative, together with all policies and procedures outlined in the firm's code of ethics and compliance manual. Hyrum Smith can be reached at (801) 466-4101 or [hyrum@bluebarnwealth.com](mailto:hyrum@bluebarnwealth.com).

### Item 7: Requirements for State Registered Advisers

This disclosure is required by state securities authorities and is provided for your use in evaluating this investment advisor representative's suitability.

Jeff Brimhall has NOT been involved in an award or otherwise being found liable in an arbitration claim alleging damages in excess of \$2,500, NOR has Jeff Brimhall been involved in an award or otherwise being found liable in a civil, self-regulatory organization, or administrative proceeding involving any of the following:

1. an investment or an investment-related business or activity;
2. fraud, false statement(s), or omissions;
3. theft, embezzlement, or other wrongful taking of property;
4. bribery, forgery, counterfeiting, or extortion; or
5. dishonest, unfair, or unethical practices.

Jeff Brimhall has NOT been the subject of a bankruptcy.