



Forness
F I N A N C I A L

Forness Financial LLC

Form ADV Part 2A – Disclosure Brochure

Effective: March 20, 2020

This Form ADV 2A (“Disclosure Brochure”) provides information about the qualifications and business practices of Forness Financial LLC (“Forness Financial” or the “Advisor”). If you have any questions about the content of this Disclosure Brochure, please contact the Advisor at (781) 400-2604 or by email at info@fornessfinancial.com.

Forness Financial is a registered investment advisor with the U.S. Securities and Exchange Commission (“SEC”). The information in this Disclosure Brochure has not been approved or verified by the SEC or by any state securities authority. Registration of an investment advisor does not imply any specific level of skill or training. This Disclosure Brochure provides information through Forness Financial to assist you in determining whether to retain the Advisor.

Additional information about Forness Financial and its Advisory Persons is available on the SEC’s website at www.adviserinfo.sec.gov by searching with the Advisor’s firm name or CRD# 172473.

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Item 2 – Material Changes

Form ADV 2 is divided into two parts: *Part 2A (the "Disclosure Brochure")* and *Part 2B (the "Brochure Supplement")*. The Disclosure Brochure provides information about a variety of topics relating to an Advisor's business practices and conflicts of interest. The Brochure Supplement provides information about Advisory Persons of Forness Financial. For convenience, the Advisor has combined these documents into a single disclosure document.

Forness Financial believes that communication and transparency are the foundation of its relationship with clients and will continually strive to provide you with complete and accurate information at all times. Forness Financial encourages all current and prospective Clients to read this Disclosure Brochure and discuss any questions you may have with the Advisor.

Material Changes

There have been no material changes to this Disclosure Brochure since the last filing and distribution to Clients.

Future Changes

From time to time, the Advisor may amend this Disclosure Brochure to reflect changes in business practices, changes in regulations or routine annual updates as required by the securities regulators. This complete Disclosure Brochure or a Summary of Material Changes shall be provided to you annually and if a material change occurs.

At any time, you may view the current Disclosure Brochure on-line at the SEC's Investment Adviser Public Disclosure website at www.adviserinfo.sec.gov by searching with the Advisor's firm name or CRD# 172473. You may also request a copy of this Disclosure Brochure at any time, by contacting the Advisor at (781) 400-2604 or by email at info@fornessfinancial.com.

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Item 4 – Advisory Services

A. Firm Information

Forness Financial LLC (“Forness Financial” or the “Advisor”) is a registered investment advisor with the U.S. Securities and Exchange Commission (“SEC”). The Advisor is organized as a Limited Liability Company (“LLC”) under the laws of the Commonwealth of Massachusetts. Forness Financial was founded in September 2014, and is owned and operated by Norman A. Forness (Managing Principal) and Ryan C. Forness (Managing Principal and Chief Compliance Officer). This Disclosure Brochure provides information regarding the qualifications, business practices, and the advisory services provided by Forness Financial.

B. Advisory Services Offered

Forness Financial offers investment advisory services to individuals, high net worth individuals, trusts, and estates (each referred to as a “Client”).

The Advisor serves as a fiduciary to Clients, as defined under the applicable laws and regulations. As such, each recommendation made as part of the advisory services is based on the belief that the recommendation is in the Client's best interest. Forness Financial's fiduciary commitment to each Client is further described in the Advisor's Code of Ethics. For more information regarding the Code of Ethics, please see Item 11 – Code of Ethics, Participation or Interest in Client Transactions and Personal Trading.

Investment Management Services

Forness Financial provides customized investment advisory solutions for its Clients. This is achieved through continuous personal Client contact and interaction while providing discretionary investment management and financial consulting services. Forness Financial works with each Client to identify their investment goals and objectives as well as risk tolerance and financial situation in order to create a portfolio strategy. Forness Financial will then construct an investment portfolio, consisting of low-cost, diversified mutual funds and/or exchange-traded funds (“ETFs”) to achieve the Client's investment goals. The Advisor may also utilize individual stocks and bonds, and other types of securities, as necessary, to meet the needs of certain Clients. The Advisor may retain certain legacy investments based on portfolio fit and/or tax considerations.

Forness Financial's investment approach is primarily long-term focused, but the Advisor may buy, sell or re-allocate positions that have been held for less than one year to meet the objectives of the Client or due to market conditions. Forness Financial will construct, implement and monitor the portfolio to ensure it meets the goals, objectives, circumstances, and risk tolerance agreed to by the Client. Each Client will have the opportunity to place reasonable restrictions on the types of investments to be held in their respective portfolio, subject to acceptance by the Advisor.

Forness Financial evaluates and selects investments for inclusion in Client portfolios only after applying its internal due diligence process. Forness Financial may recommend, on occasion, redistributing investment allocations to diversify the portfolio. Forness Financial may recommend specific positions to increase sector or asset class weightings. The Advisor may recommend employing cash positions as a possible hedge against market movement. Forness Financial may recommend selling positions for reasons that include, but are not limited to, harvesting capital gains or losses, business or sector risk exposure to a specific security or class of securities, overvaluation or overweighting of the position[s] in the portfolio, change in risk tolerance of the Client, generating cash to meet Client needs, or any risk deemed unacceptable for the Client's risk tolerance.

Forness Financial will provide investment advisory services and portfolio management services and will not provide securities custodial or other administrative services. At no time will Forness Financial accept or maintain custody of a Client's funds or securities, except for the limited authority as outlines in Item 15 – Custody. All Client assets will be managed within their designated account[s] at the Custodian, pursuant to the terms of the advisory agreement. Please See Item 12 – Brokerage Practices.

Financial Consulting Services

As part of its investment advisory services, Forness Financial will typically provide a variety of financial consulting services for its Clients. Generally, such financial consulting services will involve preparing or managing a

financial plan or rendering a specific financial consultation based on the Client's financial goals and objectives. Financial consulting may encompass one or more areas of need, including, but not limited to investment planning, retirement planning, personal savings, education savings and other areas of a Client's financial situation. Forness Financial provides this service as part of its comprehensive investment advisory services.

Financial consulting recommendations pose a conflict between the interests of the Advisor and the interests of the Client. For example, the Advisor has an incentive to recommend that Clients engage the Advisor for investment management services or to increase the level of investment assets with the Advisor, as it would increase the amount of advisory fees paid to the Advisor. Clients are not obligated to implement any recommendations made by the Advisor or maintain an ongoing relationship with the Advisor. If the Client elects to act on any of the recommendations made by the Advisor, the Client is under no obligation to implement the transaction through the Advisor.

C. Client Account Management

Prior to engaging Forness Financial to provide investment advisory services, each Client is required to enter into an investment advisory agreement with the Advisor that defines the terms, conditions, authority and responsibilities of the Advisor and the Client. These services may include:

- Establishing Investment Strategy – Forness Financial, in connection with the Client, will develop a strategy that seeks to achieve the Client's goals and objectives.
- Asset Allocation – Forness Financial will develop a strategic asset allocation that is targeted to meet the investment objectives, time horizon, financial situation and tolerance for risk for each Client.
- Portfolio Construction – Forness Financial will develop a portfolio for the Client that is intended to meet the stated goals and objectives of the Client.
- Investment Management and Supervision – Forness Financial will provide investment management and ongoing oversight of the Client's investment portfolio.
- Financial Planning and Consulting – Forness Financial provides financial planning and consulting services for its Clients as part of its investment advisory services. Such planning and consulting services are tailored to the needs of Clients.

D. Wrap Fee Programs

Forness Financial will typically absorb securities transaction fees for certain mutual funds, and other transaction based fees (herein "Covered Costs") In such instances, the Covered Costs are included as part of its overall investment advisory fee paid by the Client (See Item 5 – Fees and Compensation). Depending on the level of trading required for the Client's account in a particular year, the Client may pay more or less in total fees than if the Client had paid its own securities transaction fees separately. The inclusion of investment advisory fees and securities transaction fees into a single fee is typically considered a "wrap fee program". Please see Appendix 1 – Wrap Fee Program Brochure, which is included with this Disclosure Brochure.

E. Assets Under Management

As of December 31, 2019, Forness Financial manages approximately \$130,000,000 in Client assets, all of which are managed on a discretionary basis. Clients may request more current information at any time by contacting the Advisor.

Item 5 – Fees and Compensation

The following paragraphs detail the fee structure and compensation methodology for services provided by the Advisor. Each Client engaging the Advisor for services described herein shall be required to enter into a written agreement with the Advisor.

A. Fees for Advisory Services

Investment Management Services

Investment advisory fees are paid at the end of each calendar quarter, pursuant to the terms of the investment advisory agreement. Investment advisory fees are based on the average daily market value of the Client's accounts under management during each calendar quarter. Investment advisory fees are based on the following schedule:

Assets Under Management	Annual Rate (%)
Up to \$1,000,000	1.00%
\$1,000,001 to \$2,000,000	0.75%
\$2,000,001 to \$5,000,000	0.50%
Over \$5,000,000	0.25%

The investment advisory fee in the first quarter of service is prorated from the inception date of the account[s] to the end of the first quarter. Fees are negotiable at the sole discretion of the Advisor. The Client's fees will take into consideration the aggregate assets under management with the Advisor. All securities held in accounts managed by Forness Financial will be independently valued by the Custodian. Forness Financial will not have the authority or responsibility to value portfolio securities.

B. Fee Billing

Investment Management Services

Investment advisory fees will be calculated by the Advisor or its delegate and deducted from the Client's account[s] at the Custodian. The Advisor shall send an invoice to the Custodian indicating the amount of the fees to be deducted from the Client's account[s] at the respective quarter-end date. The amount due is calculated by applying the quarterly rate (annual rate divided by 4) to the average daily market value of the Client's accounts under management during each calendar quarter. Clients will be provided with a statement, at least quarterly, from the Custodian reflecting deduction of the investment advisory fee. It is the responsibility of the Client to verify the accuracy of these fees as listed on the custodian's brokerage statement as the Custodian does not assume this responsibility. Clients provide written authorization permitting advisory fees to be deducted by Forness Financial directly from their accounts held by the Custodian as part of the investment advisory agreement and separate account forms provided by the Custodian.

C. Other Fees and Expenses

Clients may incur certain fees or charges imposed by third parties in connection with investments made on behalf of the Client's account[s]. Forness Financial includes Covered Costs as part of its overall investment advisory fee through the Forness Financial Wrap Fee Program. The Advisor's recommended custodian does not charge securities transaction fees for ETF and equity trades in Client accounts, but does charge for mutual funds and other types of investments. Securities transaction fees for Client-directed trades may be charged back to the Client. Please see Item 4.D. above as well as Appendix 1 – Wrap Fee Program Brochure. The Client may will incur other costs assessed by the Custodian or other third parties other than the Covered Costs noted above, such as fees for trades executed away from the Custodian, mutual fund fees, mark ups and markdown, bid-ask spread, selling concessions, margin interest, account activity fees and alternative investment fees.

In addition all fees paid to Forness Financial for investment advisory services are separate and distinct from the expenses charged by mutual funds and ETFs to their shareholders, if applicable. These fees and expenses are described in each fund's prospectus. These fees and expenses will generally be used to pay management fees for the funds, other fund expenses, account administration (e.g., custody, brokerage and account reporting), and a possible distribution fee. A Client could invest in these products directly, without the services of Forness Financial, but would not receive the services provided by Forness Financial which are designed, among other things, to assist the Client in determining which products or services are most appropriate for each Client's financial situation and objectives. Accordingly, the Client should review both the fees charged by the fund[s] and the fees charged by Forness Financial to fully understand the total fees to be paid. Please see Item 12 – Brokerage Practices.

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D. Advance Payment of Fees and Termination

Investment Management Services

Forness Financial is compensated for its services at the end of the quarter, after investment advisory services are rendered. Either party may request to terminate the investment advisory agreement, at any time, by providing advance written notice to the other party. The Client may also terminate the investment agreement within five (5) business days of signing the Advisor's agreement at no cost to the Client. After the five-day period, the Client will incur charges for bona fide advisory services rendered to the point of termination and such fees will be due and payable by the Client. Upon termination, the Client shall be responsible for investment advisory fees up to and including the effective date of termination. The Client's investment management agreement with the Advisor is not transferrable without the Client's prior consent.

E. Compensation for Sales of Securities

Forness Financial does not buy or sell securities and does not receive any compensation for securities transactions in any Client account, other than the investment advisory fees noted above.

Item 6 – Performance-Based Fees and Side-By-Side Management

Forness Financial does not charge performance-based fees for its investment advisory services. The fees charged by Forness Financial are as described in Item 5 above and are not based upon the capital appreciation of the funds or securities held by any Client.

Forness Financial does not manage any proprietary investment funds or limited partnerships (for example, a mutual fund or a hedge fund) and has no financial incentive to recommend any particular investment options to its Clients.

Item 7 – Types of Clients

Forness Financial offers investment advisory services to individuals, high net worth individuals, trusts, and estates. The amount of each type of Client is available on the Advisor's Form ADV Part 1A. These amounts may change over time and are updated at least annually by the Advisor. Forness Financial generally requires a minimum relationship size of \$500,000, which may be reduced at the sole discretion of the Advisor.

Item 8 – Methods of Analysis, Investment Strategies and Risk of Loss

A. Methods of Analysis

Forness Financial primarily employs a fundamental analysis method in developing investment strategies for its Clients. Research and analysis from Forness Financial are derived from numerous sources, including financial media companies, third-party research materials, Internet sources, and review of company activities, including annual reports, prospectuses, press releases and research prepared by others.

Fundamental analysis utilizes economic and business indicators as investment selection criteria. These criteria are generally ratios and trends that may indicate the overall strength and financial viability of the entity being analyzed. Assets are deemed suitable if they meet certain criteria to indicate that they are a strong investment with a value discounted by the market. While this type of analysis helps the Advisor in evaluating a potential investment, it does not guarantee that the investment will increase in value. Assets meeting the investment criteria utilized in the fundamental analysis may lose value and may have negative investment performance. The Advisor monitors these economic indicators to determine if adjustments to strategic allocations are appropriate. More details on the Advisor's review process are included below in Item 13 – Review of Accounts.

As noted above, Forness Financial generally employs a long-term investment strategy for its Clients, as consistent with their financial goals. Forness Financial will typically hold all or a portion of a security for more than a year, but may hold for shorter periods for the purpose of rebalancing a portfolio or meeting the cash needs of Clients. At times, Forness Financial may also buy and sell positions that are more short-term in nature, depending on the goals of the Client and/or the fundamentals of the security, sector or asset class.

B. Risk of Loss

Investing in securities involves certain investment risks. Securities may fluctuate in value or lose value. Clients should be prepared to bear the potential risk of loss. Forness Financial will assist Clients in determining an appropriate strategy based on their tolerance for risk and other factors noted above. However, there is no guarantee that a Client will meet their investment goals.

While the methods of analysis help the Advisor in evaluating a potential investment, it does not guarantee that the investment will increase in value. Assets meeting the investment criteria utilized in these methods of analysis may lose value and may have negative investment performance. The Advisor monitors these economic indicators to determine if adjustments to strategic allocations are appropriate. More details on the Advisor's review process are included below in Item 13 – Review of Accounts.

Each Client engagement will entail a review of the Client's investment goals, financial situation, time horizon, tolerance for risk and other factors to develop an appropriate strategy for managing a Client's account. Client participation in this process, including full and accurate disclosure of requested information, is essential for the analysis of a Client's account[s]. The Advisor shall rely on financial and other information provided by the Client or their designees without the duty or obligation to validate the accuracy and completeness of the provided information. It is the responsibility of the Client to inform the Advisor of any changes in financial condition, goals or other factors that may affect this analysis.

The risks associated with a particular strategy are provided to each Client in advance of investing Client accounts. The Advisor will work with each Client to determine their tolerance for risk as part of the portfolio construction process. Following are some of the risk's associated with the Advisor's investment approach:

Market Risks

The value of a Client's holdings may fluctuate in response to events specific to companies or markets, as well as economic, political, or social events in the U.S. and abroad. This risk is linked to the performance of the overall financial markets.

Mutual Fund Risks

The performance of mutual funds is subject to market risk, including the possible loss of principal. The price of the mutual funds will fluctuate with the value of the underlying securities that make up the funds. The price of a mutual fund is typically set daily therefore a mutual fund purchased at one point in the day will typically have the same price as a mutual fund purchased later that same day.

ETF Risks

The performance of ETFs is subject to market risk, including the possible loss of principal. The price of the ETFs will fluctuate with the price of the underlying securities that make up the funds. In addition, ETFs have a trading risk based on the loss of cost efficiency if the ETFs are traded actively and a liquidity risk if the ETFs have a large bid-ask spread and low trading volume. The price of an ETF fluctuates based upon the market movements and may dissociate from the index being tracked by the ETF or the price of the underlying investments. An ETF purchased or sold at one point in the day may have a different price than the same ETF purchased or sold a short time later. There is also a risk that Authorized Participants are unable to fulfill their responsibilities. Authorized Participants are one of the major parties involved with ETF creation/redemption mechanism in the markets. The Authorized Participants play a critical role in the liquidity of ETFs and essentially have the exclusive right to change the supply of ETF shares in the market. If the Authorized Participants does not fulfill this expected role, there could be an adverse impact on liquidity and the valuation of an ETF.

Past performance is not a guarantee of future returns. Investing in securities and other investments involve a risk of loss that each Client should understand and be willing to bear. Clients are reminded to discuss these risks with the Advisor.

Item 9 – Disciplinary Information

There are no legal, regulatory or disciplinary events involving Forness Financial or its management persons. Forness Financial values the trust Client's place in the Advisor. The Advisor encourages Client's to

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perform the requisite due diligence on any advisor or service provider that the Client engages. The backgrounds of the Advisor and its Advisory Persons are available on the Investment Adviser Public Disclosure website at www.adviserinfo.sec.gov by searching with the Advisor's firm name or CRD# 172473.

Item 10 – Other Financial Industry Activities and Affiliations

Insurance Agency Affiliations

Certain Advisory Persons of Forness Financial are also licensed insurance professionals. Implementations of insurance recommendations are separate and apart from an Advisory Person's role with Forness Financial. As an insurance professional, the Advisory Person will receive customary commissions and other related revenues from the various insurance companies whose products are implemented. Advisory Persons are not required to offer the products of any particular insurance company. Commissions generated by insurance sales do not offset regular advisory fees. This practice presents a conflict of interest in recommending certain products of the insurance companies. Clients are under no obligation to implement any recommendations made by the Advisor or its Advisory Persons.

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

A. Code of Ethics

Forness Financial has implemented a Code of Ethics that defines the Advisor's fiduciary commitment to each Client. This Code of Ethics applies to all persons associated with Forness Financial ("Supervised Persons"). The Code of Ethics was developed to provide general ethical guidelines and specific instructions regarding the Advisor's duties to the Client. Forness Financial and its Supervised Persons owe a duty of loyalty, fairness and good faith towards each Client. It is the obligation all Supervised Persons to adhere not only to the specific provisions of the Code, but also to the general principles that guide the Code. The Code of Ethics covers a range of topics that address ethics and conflicts of interest. To request a copy of the Code of Ethics, please contact the Advisor at (781) 400-2604 or via email at info@fornessfinancial.com.

B. Personal Trading with Material Interest

Forness Financial allows Supervised Persons to purchase or sell the same securities that may be recommended to and purchased on behalf of Clients. Forness Financial does not act as principal in any transactions. In addition, the Advisor does not act as the general partner of a fund, or advise an investment company. Forness Financial does not have a material interest in any securities traded in Client accounts.

C. Personal Trading in Same Securities as Clients

Forness Financial allows Supervised Persons to purchase or sell the same securities that may be recommended to and purchased on behalf of Clients. Owning the same securities that are recommended (purchase or sell) to Clients presents a potential conflict of interest that, as fiduciaries, must be disclosed to Client's and mitigated through policies and procedures. As noted above, the Advisor has adopted a Code of Ethics, which addresses insider trading (material non-public information controls) and personal securities reporting procedures. When trading for personal accounts, Supervised Persons of Forness Financial have a conflict of interest if trading in the same securities. The fiduciary duty to act in the best interest of its Clients can be violated if personal trades are made with more advantageous terms than Client trades, or by trading based on material non-public information. This risk is mitigated by Forness Financial requiring reporting of personal securities trades by its employees for review by the Chief Compliance Officer ("CCO"). The Advisor has also adopted written policies and procedures to detect the misuse of material, non-public information.

D. Personal Trading at Same Time as Client

While Forness Financial allows Supervised Persons to purchase or sell the same securities that may be recommended to and purchased on behalf of Clients, such trades are typically aggregated with Client orders or traded afterward. **At no time will Forness Financial, or any Supervised Person of Forness Financial, transact in any security to the detriment of any Client.**

Item 12 – Brokerage Practices

A. Recommendation of Custodian[s]

Forness Financial does not have discretionary authority to select the broker-dealer/custodian for custody and execution services. The Client will engage the broker-dealer/custodian (herein the “Custodian”) to safeguard Client assets and authorize Forness Financial to direct trades to the Custodian as agreed upon in the investment advisory agreement. Further, Forness Financial does not have the discretionary authority to negotiate commissions on behalf of Clients on a trade-by-trade basis.

Where Forness Financial does not exercise discretion over the selection of the Custodian, it will recommend the Custodian to Clients for custody and execution services. Clients are not obligated to use the Custodian recommended by the Advisor and will not incur any extra fee or cost associated with using a custodian not recommended by Forness Financial. However, the Advisor may be limited in the services it can provide if the recommended Custodian is not engaged. Forness Financial may recommend the Custodian based on criteria such as, but not limited to, reasonableness of commissions charged to the Client, services made available to the Client, its reputation and/or the location of the Custodian’s offices. Forness Financial will generally recommend that Clients establish their account[s] at Charles Schwab & Co., Inc. (“Schwab”), a FINRA-registered broker-dealer and member SIPC. Schwab will serve as the Client’s “qualified custodian”. Forness Financial maintains an institutional relationship with Schwab, whereby the Advisor receives economic benefits from Schwab. Please see Item 14 below.

Following are additional details regarding the brokerage practices of the Advisor:

1.Soft Dollars - Soft dollars are revenue programs offered by broker-dealers/custodians whereby an advisor enters into an agreement to place security trades with the broker-dealer/custodian in exchange for research and other services. **Forness Financial does not participate in soft dollar programs sponsored or offered by any broker-dealer/custodian. However, Forness Financial does receive certain benefits from Schwab. Please see Item 14 below.**

2.Brokerage Referrals - Forness Financial does not receive any compensation from any third party in connection with the recommendation for establishing an account.

3.Directed Brokerage - All Clients are serviced on a “directed brokerage basis”, where Forness Financial will place trades within the established account[s] at the Custodian designated by the Client. Further, all Client accounts are traded within their respective account[s]. The Advisor will not engage in any principal transactions (i.e., trade of any security from or to the Advisor’s own account) or cross transactions with other Client accounts (i.e., purchase of a security into one Client account from another Client’s account[s]). Forness Financial will not be obligated to select competitive bids on securities transactions and does not have an obligation to seek the lowest available transaction costs. These costs are determined by the Custodian.

B. Aggregating and Allocating Trades

The primary objective in placing orders for the purchase and sale of securities for Client accounts is to obtain the most favorable net results taking into account such factors as 1) price, 2) size of the order, 3) difficulty of execution, 4) confidentiality and 5) skill required of the Custodian. Forness Financial will execute its transactions through the Custodian selected by the Client. Forness Financial may aggregate orders in a block trade or trades when securities are purchased or sold through the Custodian for multiple (discretionary) accounts. If a block trade cannot be executed in full at the same price or time, the securities actually purchased or sold by the close of each business day must be allocated in a manner that is consistent with the initial pre-allocation or other written statement. This must be done in a way that does not consistently advantage or disadvantage particular Clients’ accounts.

Item 13 – Review of Accounts

A. Frequency of Reviews

Securities in Client accounts are monitored on a regular and continuous basis by one of the Managing Principals Forness Financial. Formal reviews are generally conducted at least annually or more frequently depending on the needs of the Client.

B. Causes for Reviews

In addition to the investment monitoring noted in Item 13.A., each Client account shall be reviewed at least annually. Reviews may be conducted more frequently at the Client's request. Accounts may be reviewed as a result of major changes in economic conditions, known changes in the Client's financial situation, and/or large deposits or withdrawals in the Client's account[s]. The Client is encouraged to notify Forness Financial if changes occur in the Client's personal financial situation that might adversely affect the Client's investment plan. Additional reviews may be triggered by material market, economic or political events.

C. Review Reports

The Client will receive brokerage statements no less than quarterly from the Custodian. These brokerage statements are sent directly from the Custodian to the Client. The Client may also establish electronic access to the Custodian's website so that the Client may view these reports and their account activity. Client brokerage statements will include all positions, transactions and fees relating to the Client's account[s]. The Advisor may also provide Clients with periodic reports regarding their holdings, allocations, and performance.

Item 14 – Client Referrals and Other Compensation

A. Compensation Received by Forness Financial

Forness Financial may refer Clients to various unaffiliated, non-advisory professionals (e.g. attorneys, accountants, estate planners) to provide certain financial services necessary to meet the goals of its Clients. Likewise, Forness Financial may receive non-compensated referrals of new Clients from various third-parties.

Participation in Institutional Advisor Platform

Forness Financial has established an institutional relationship with Schwab through its "Schwab Advisor Services" unit, a division of Schwab dedicated to serving independent advisory firms like Forness Financial. As a registered investment advisor participating on the Schwab Advisor Services platform, Forness Financial receives access to software and related support without cost because the Advisor renders investment management services to Clients that maintain assets at Schwab. Services provided by Schwab Advisor Services benefit the Advisor and many, but not all services provided by Schwab will benefit Clients. In fulfilling its duties to its Clients, the Advisor endeavors at all times to put the interests of its Clients first. Clients should be aware, however, that the receipt of economic benefits from a custodian creates a potential conflict of interest since these benefits may influence the Advisor's recommendation of this custodian over one that does not furnish similar software, systems support, or services.

Services that Benefit the Client – Schwab's institutional brokerage services include access to a broad range of investment products, execution of securities transactions, and custody of Client's funds and securities. Through Schwab, the Advisor may be able to access certain investments and asset classes that the Client would not be able to obtain directly or through other sources. Further, the Advisor may be able to invest in certain mutual funds and other investments without having to adhere to investment minimums that might be required if the Client were to directly access the investments.

Services that May Indirectly Benefit the Client – Schwab provides participating advisors with access to technology, research, discounts and other services. In addition, the Advisor receives duplicate statements for Client accounts, the ability to deduct advisory fees, trading tools, and back office support services as part of its relationship with Schwab. These services are intended to assist the Advisor in effectively managing accounts for its Clients, but may not directly benefit all Clients.

Services that May Only Benefit the Advisor – Schwab also offers other services and financial support to Forness Financial that may not benefit the Client, including: educational conferences and events, financial start-up support,

consulting services and discounts for various service providers. Access to these services creates a financial incentive for the Advisor to recommend Schwab, which results in a potential conflict of interest. Forness Financial believes, however, that the selection of Schwab as Custodian is in the best interests of its Clients.

B. Client Referrals from Solicitors

Forness Financial does not engage paid solicitors for Client referrals.

Item 15 – Custody

Forness Financial does not accept or maintain custody of any Client accounts, except for the authorized deduction of the Advisor's fees. All Clients must place their assets with a "qualified custodian". Clients are required to engage the Custodian to retain their funds and securities and direct Forness Financial to utilize that Custodian for the Client's security transactions. Clients should review statements provided by the Custodian and compare to any reports provided by Forness Financial to ensure accuracy, as the Custodian does not perform this review. For more information about custodians and brokerage practices, see Item 12 – Brokerage Practices.

Item 16 – Investment Discretion

Forness Financial generally has discretion over the selection and amount of securities to be bought or sold in Client accounts without obtaining prior consent or approval from the Client. However, these purchases or sales may be subject to specified investment objectives, guidelines, or limitations previously set forth by the Client and agreed to by Forness Financial. Discretionary authority will only be authorized upon full disclosure to the Client. The granting of such authority will be evidenced by the Client's execution of an investment advisory agreement containing all applicable limitations to such authority. All discretionary trades made by Forness Financial will be in accordance with each Client's investment objectives and goals.

Item 17 – Voting Client Securities

Forness Financial does not accept proxy-voting responsibility for any Client. Clients will receive proxy statements directly from the Custodian. The Advisor will assist in answering questions relating to proxies, however, the Client retains the sole responsibility for proxy decisions and voting.

Item 18 – Financial Information

Neither Forness Financial, nor its management, have any adverse financial situations that would reasonably impair the ability of Forness Financial to meet all obligations to its Clients. Neither Forness Financial, nor any of its advisory persons, have been subject to a bankruptcy or financial compromise. Forness Financial is not required to deliver a balance sheet along with this Disclosure Brochure as the Advisor does not collect fees of \$1,200 or more for services to be performed six months or more in advance.



Form ADV Part 2A – Appendix 1 Wrap Fee Program Brochure

Effective: March 20, 2020

This Form ADV 2A - Appendix 1 ("Wrap Fee Program Brochure") provides information about the business practices and fees for Forness Financial LLC ("Forness Financial" or the "Advisor") when Client transaction costs are included with investment advisory fees as a single fee. This Wrap Fee Program Brochure shall always be accompanied by the Forness Financial Disclosure Brochure, which provides complete details on the Advisor's business practices. If you did not receive the complete Forness Financial Disclosure Brochure or you have any questions about the contents of this Wrap Fee Program Brochure or the Disclosure Brochure, please contact the Advisor at (781) 400-2604 or by email at info@fornessfinancial.com.

Forness Financial is a registered investment advisor with the U.S. Securities and Exchange Commission ("SEC"). The information in this Wrap Fee Program Brochure has not been approved or verified by the SEC or by any state securities authority. Registration of an investment advisor does not imply any specific level of skill or training. This Brochure provides information about Forness Financial to assist you in determining whether to retain the Advisor.

Additional information about Forness Financial and its advisory persons is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 – Material Changes

Form ADV 2 Appendix 1 is provided as a supplement to the Forness Financial Disclosure Brochure.

Material Changes

There have been no material changes to this Disclosure Brochure since the last filing and distribution to Clients.

Future Changes

From time to time, the Advisor may amend this Wrap Fee Program Brochure to reflect changes in our business practices, changes in regulations and routine annual updates as required by the securities regulators. This complete Wrap Fee Program Brochure (along with the complete Forness Financial 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 Forness Financial.

At any time, you may view the current and complete Disclosure Brochure and Wrap Fee Program Brochure on-line at the SEC's Investment Adviser Public Disclosure website at www.adviserinfo.sec.gov by searching with the Advisor's firm name or CRD# 172473. You may also request a copy of this Wrap Fee Program Brochure at any time, by contacting the Advisor at (781) 400-2604 or by email at info@fornessfinancial.com.

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Item 4 – Services Fees and Compensation

A. Services

Forness Financial provides customized investment advisory services for its Clients. The Forness Financial Wrap Fee Program Brochure is provided solely as a disclosure whereby Forness Financial includes securities transaction fees as part of the Advisor's overall investment advisory fee (as detailed in Item 5 of the Disclosure Brochure).

As part of the investment advisory fees noted in Item 5 of the Disclosure Brochure, Forness Financial includes, in addition to securities transaction fees for certain mutual funds, other transaction based fees (herein "Covered Costs") as part of the overall investment advisory fee. The securities regulations often refer to such a structure as a "Wrap Fee Program". The Advisor's recommended Custodian does not charge securities transaction fees for exchange-traded fund ("ETF") and equity trades in Client accounts, but typically charges for mutual funds and other types of investments. While traditional Wrap Fee Programs are rigidly pre-packaged investment programs offered by or through broker-dealers firms, Forness Financial customizes its investment strategies individually for its Clients.

The sole purpose of this Wrap Fee Program Brochure is to provide additional disclosure relating the combination of Covered Costs into a single "bundled" investment advisory fee. This Wrap Fee Program Brochure will reference back to the Forness Financial Disclosure Brochure in which this Wrap Fee Program Brochure is an Appendix. **Please see "Item 4 – Advisory Services" of the Disclosure Brochure for details on Forness Financials' investment philosophy and related services.**

B. Program Costs

Advisory Services provided by Forness Financial are offered in a wrap fee structure whereby Covered Costs are included in the overall investment advisory fee paid to Forness Financial. As the level of activity in a Client's account[s] may vary from year to year, the annual cost to the client may be more or less than purchasing these types of investment management services where Covered costs are born separately by the Client. .

The cost of the Wrap Fee Program varies depending on services to be provided to each Client, however, the Client is not charged more if there is higher trading activity or other Covered Costs in the Client's account[s]. A Wrap Fee structure presents a potential conflict of interest as the Advisor may have an incentive to limit the number of trades placed in the Client's account[s] or to utilize securities that do not have transaction fees. As noted above, the Advisor's recommended Custodian does not charge securities transaction fees for ETF and equity trades in Client accounts, but typically charges for mutual funds and other types of investments. As such, the Advisor is incentivized to utilize ETFs and other equity securities to limit the overall cost to the Advisor. The Advisor will only place Client assets into a Wrap Fee Program when it is believed to be in the Client's best interest. **Please see Item 5 – Fees and Compensation for complete details, including the Forness Financial.**

C. Fees

Investment Management Services

Investment advisory fees are paid at the end of each calendar quarter, pursuant to the terms of the investment advisory agreement. Investment advisory fees are based on the average daily market value of the Client's accounts under management during each calendar quarter. Investment advisory fees are based on the following schedule:

Assets Under Management	Annual Rate (%)
Up to \$1,000,000	1.00%
\$1,000,001 to \$2,000,000	0.75%
\$2,000,001 to \$5,000,000	0.50%
Over \$5,000,000	0.25%

The investment advisory fee in the first quarter of service is prorated from the inception date of the account[s] to the end of the first quarter. Fees are negotiable at the sole discretion of the Advisor. The Client's fees will take into

consideration the aggregate assets under management with the Advisor. All securities held in accounts managed by Forness Financial will be independently valued by the Custodian. Forness Financial will not have the authority or responsibility to value portfolio securities.

Investment advisory fees will be calculated by the Advisor or its delegate and deducted from the Client's account[s] at the Custodian. The Advisor shall send an invoice to the Custodian indicating the amount of the fees to be deducted from the Client's account[s] at the respective quarter-end date. The amount due is calculated by applying the quarterly rate (annual rate divided by 4) to the average daily market value of the Client's accounts under management during each calendar quarter. Clients will be provided with a statement, at least quarterly, from the Custodian reflecting deduction of the investment advisory fee. It is the responsibility of the Client to verify the accuracy of these fees as listed on the custodian's brokerage statement as the Custodian does not assume this responsibility. Clients provide written authorization permitting advisory fees to be deducted by Forness Financial directly from their accounts held by the Custodian as part of the investment advisory agreement and separate account forms provided by the Custodian.

As noted above the Forness Financial Wrap Fee Program includes Covered Costs incurred in connection with the discretionary investment management services provided by Forness Financial as part of its overall investment advisory fees. Clients may incur certain fees or charges imposed by third parties which are not included in the Advisor's investment advisory fee. Other fees, such as wire fees, small account fees and other fees charged by the Custodian are not included in the Advisor's combined fee. In addition, all fees paid to Forness Financial for investment advisory services are separate and distinct from the expenses charged by mutual funds and exchange-traded funds to their shareholders, if applicable. These fees and expenses are described in each fund's prospectus. These fees and expenses will generally be used to pay management fees for the funds, other fund expenses, account administration (e.g., custody, brokerage and account reporting), and a possible distribution fee.

Securities transaction fees for Client directed trades will be charged to the Client. In connection with the discretionary investment management services provided by Forness Financial, the Client may will incur other costs assessed by the Custodian or other third parties other than the Covered Costs noted above, such as fees for trades executed away from the Custodian, mutual fund fees, mark ups and markdown, bid-ask spread, selling concessions, margin interest, account activity fees and alternative investment fees. The Advisor does not control nor share in these fees.

Accordingly, the Client should review both the fees charged by the fund[s] and the fees charged by Forness Financial to fully understand the total fees to be paid. Please see Item 5.C. – Other Fees and Expenses in the Disclosure Brochure (included with this Wrap Fee Program Brochure).

D. Compensation

Forness Financial is the sponsor and portfolio manager of this Wrap Fee Program. Forness Financial receives investment advisory fees paid by Clients for investment advisory services covered under this Wrap Fee Program and pays the Covered Costs associated with the management of the Client's account[s].

Item 5 – Account Requirements and Types of Clients

Forness Financial offers investment advisory services to individuals, high net worth individuals, trusts, and estates (each referred to as a "Client"). The amount of each type of Client is available on the Advisor's Form ADV Part 1A. These amounts may change over time and are updated at least annually by the Advisor. Forness Financial generally requires a minimum relationship size of \$500,000, which may be reduced at the sole discretion of the Advisor.

Item 6 – Portfolio Manager Selection and Evaluation

A. Portfolio Manager Selection

Forness Financial acts as sponsor and as portfolio manager for the Forness Financial Wrap Fee Program. The Advisor does not select third-party advisors to manage the Program.

B. Related Persons

Forness Financial personnel or affiliates serve as portfolio manager[s] for services under this Wrap Fee Program. Forness Financial only manages this wrap fee program. Forness Financial does not act as portfolio manager for any third-party wrap fee programs.

C. Supervised Persons

Forness Financial Advisory Persons act as portfolio managers for the Forness Financial Wrap Fee Program described in this Wrap Fee Program Brochure. Please refer to the complete Disclosure Brochure (included with this Wrap Fee Program Brochure) for details on the services provided by Forness Financial and the backgrounds of its Advisory Persons.

Performance-Based Fees

Forness Financial does not charge performance-based fees for its investment advisory services. The fees charged by Forness Financial are as described in Item 5 – Fees and Compensation above and are not based upon the capital appreciation of the funds or securities held by any Client.

Forness Financial does not manage any proprietary investment funds or limited partnerships (for example, a mutual fund or a hedge fund) and has no financial incentive to recommend any particular investment options to its Clients.

Methods of Analysis

Please see Item 8 – Methods of Analysis, Investment Strategies and Risk of Loss of the Disclosure Brochure (included with this Wrap Fee Program Brochure) for details on the research and analysis methods employed by the Advisor.

Risk of Loss

Investing in securities involves certain investment risks. Securities may fluctuate in value or lose value. Clients should be prepared to bear the potential risk of loss. Forness Financial will assist Clients in determining an appropriate strategy based on their tolerance for risk and other factors noted above. However, there is no guarantee that a Client will meet their investment goals.

Each Client engagement will entail a review of the Client's investment goals, financial situation, time horizon, tolerance for risk and other factors to develop an appropriate strategy for managing a Client's account. Client participation in this process, including full and accurate disclosure of requested information, is essential for the analysis of a Client's account. The Advisor shall rely on the financial and other information provided by the Client or their designees without the duty or obligation to validate the accuracy and completeness of the provided information. It is the responsibility of the Client to inform the Advisor of any changes in financial condition, goals or other factors that may affect this analysis.

The risks associated with a particular strategy are provided to each Client in advance of investing Client accounts. The Advisor will work with each Client to determine their tolerance for risk as part of the portfolio construction process. Following are some of the risk's associated with the Advisor's investment approach:

Market Risks

The value of a Client's holdings may fluctuate in response to events specific to companies or markets, as well as economic, political, or social events in the U.S. and abroad. This risk is linked to the performance of the overall financial markets.

Mutual Fund Risks

The performance of mutual funds is subject to market risk, including the possible loss of principal. The price of the mutual funds will fluctuate with the value of the underlying securities that make up the funds. The price of a mutual fund is typically set daily therefore a mutual fund purchased at one point in the day will typically have the same price as a mutual fund purchased later that same day.

Past performance is not a guarantee of future returns. Investing in securities and other investments involve a risk of loss that each Client should understand and be willing to bear. Clients are reminded to discuss these risks with the Advisor. Please see Item 8.B. – Risk of Loss in the Disclosure Brochure (included after this Wrap Fee Program Brochure) for details on investment risks.

Voting Client Securities

Forness Financial does not accept proxy-voting responsibility for any Client. Clients will receive proxy statements directly from the Custodian. The Advisor will assist in answering questions relating to proxies, however, the Client retains the sole responsibility for proxy decisions and voting.

Item 7 – Client Information Provided to Portfolio Managers

Forness Financial is the sponsor and portfolio manager for the Program. The Advisor does not share Client information with other portfolio managers because it is the sole manager for this Wrap Fee Program. Please also see the Forness Financial Privacy Policy (included after this Wrap Fee Program Brochure).

Item 8 – Client Contact with Portfolio Managers

Forness Financial is a full-service wealth advisory firm. Clients always have direct access to the Managing Principals/Portfolio Managers at Forness Financial.

Item 9 – Additional Information

A. Disciplinary Information and Other Financial Industry Activities and Affiliations

Disciplinary Information

There are no legal, regulatory or disciplinary events involving Forness Financial or its management persons. Forness Financial and its advisory personnel value the trust Client's place in the Advisor. The Advisor encourages Clients to perform the requisite due diligence on any advisor or service provider that the Client engages. The backgrounds of the Advisor and its Advisory Persons are available on the Investment Adviser Public Disclosure website at www.adviserinfo.sec.gov. Please see Item 9 – Disciplinary Information of the Forness Financial Disclosure Brochure as well as Item 3 of each Advisory Person's Brochure Supplement (included with this Wrap Fee Program Brochure) for additional information on how to research the background of the Advisor and its Advisory Persons.

Other Financial Activities and Affiliations

Please see Item 10 – Other Financial Industry Activities and Affiliations and Item 14 – Client Referrals and Other Compensation of the Forness Financial Disclosure Brochure as well as Items 4 and 5 of each Advisory Person's Brochure Supplement (included with this Wrap Fee Program Brochure).

B. Code of Ethics, Review of Accounts, Client Referrals, and Financial Information

Forness Financial has implemented a Code of Ethics that defines the Advisor's fiduciary commitment to each Client. This Code of Ethics applies to all persons associated with Forness Financial ("Supervised Persons"). Complete details on the Forness Financial Code of Ethics can be found under Item 11 – Code of Ethics, Participation in Client Transactions and Personal Trading in the Disclosure Brochure (included with this Wrap Fee Program Brochure).

Review of Accounts

Investments in Client accounts are monitored on a regular and continuous basis by Advisory Persons of Forness Financial. Please see Item 13 – Review of Accounts of the Disclosure Brochure (included with this Wrap Fee Program Brochure).

Other Compensation

Please see Item 14 – Other Compensation in the Disclosure Brochure (included with this Wrap Fee Program Brochure) for details on additional compensation disclosures for Forness Financial and its Advisory Persons.

Forness Financial LLC

105 Chestnut Street, Suite 12, Needham, MA 02492

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www.fornessfinancial.com

Each Advisory Person's Brochure Supplement (also included with this Wrap Fee Program Brochure) provides details on any outside business activities and the associated compensation.

Client Referrals from Solicitors

Forness Financial does not engage paid solicitors for Client referrals.

Financial Information

Neither Forness Financial, nor its management, have any adverse financial situations that would reasonably impair the ability of Forness Financial to meet all obligations to its Clients. Neither Forness Financial, nor any of its advisory persons, has been subject to a bankruptcy or financial compromise. Please see item 18 of the Disclosure Brochure.



Form ADV Part 2B – Brochure Supplement

for

**Norman A. Forness, JD, CRPC®
Managing Principal**

Effective: March 20, 2020

This Form ADV 2B ("Brochure Supplement") provides information about the background and qualifications of Norman A. Forness, JD, CRPC® (CRD# **2950592**) in addition to the information contained in the Forness Financial LLC ("Forness Financial" or the "Advisor") (CRD # 172473) Disclosure Brochure. If you have not received a copy of the Disclosure Brochure or if you have any questions about the contents of the Forness Financial Disclosure Brochure or this Brochure Supplement, please contact the Advisor at (781) 400-2604 or by email at info@fornessfinancial.com.

Additional information about Mr. Forness is available on the SEC's Investment Adviser Public Disclosure website at www.adviserinfo.sec.gov.

Item 2 – Educational Background and Business Experience

Norman A. Forness, JD, CRPC® (born in 1942) is dedicated to advising Clients of Forness Financial. Mr. Forness earned his Juris Doctor from Woodrow Wilson College of Law in 1977 and a Bachelor of Science in Business Administration from University of Buffalo in 1966. Additional information regarding Mr. Forness's employment history is included below.

Employment History:

Managing Principal, Forness Financial LLC	10/2014 to Present
Agent, IDS Life Insurance Company	09/1998 to Present
Financial Advisor, Ameriprise Financial Services, Inc.	09/1998 to 10/2014

Chartered Retirement Planning Counselor ("CRPC®")

Individuals who hold the CRPC® designation have completed a course of study encompassing pre-and post-retirement needs, asset management, estate planning and the entire retirement planning process using models and techniques from real client situations. Additionally, individuals must pass an end-of-course examination that tests their ability to synthesize complex concepts and apply theoretical concepts to real-life situations. All designees have agreed to adhere to Standards of Professional Conduct and are subject to a disciplinary process. Designees renew their designation every two-years by completing 16 hours of continuing education, reaffirming adherence to the Standards of Professional Conduct and complying with self-disclosure requirements.

Item 3 – Disciplinary Information

There are no legal, civil or disciplinary events to disclose regarding Mr. Forness. Mr. Forness has never been involved in any regulatory, civil or criminal action. There have been no client complaints, lawsuits, arbitration claims or administrative proceedings against Mr. Forness.

Securities laws require an advisor to disclose any instances where the advisor or its advisory persons have been found liable in a legal, regulatory, civil or arbitration matter that alleges violation of securities and other statutes; fraud; false statements or omissions; theft, embezzlement or wrongful taking of property; bribery, forgery, counterfeiting, or extortion; and/or dishonest, unfair or unethical practices. ***As previously noted, there are no legal, civil or disciplinary events to disclose regarding Mr. Forness.***

However, we do encourage you to independently view the background of Mr. Forness on the Investment Adviser Public Disclosure website at www.adviserinfo.sec.gov by searching with his full name or his Individual CRD# 2950592.

Item 4 – Other Business Activities

Insurance Agency Affiliations

Mr. Forness is also a licensed insurance professional. Implementations of insurance recommendations are separate and apart from his role with Forness Financial. As an insurance professional, Mr. Forness will receive customary commissions and other related revenues from the various insurance companies whose products are implemented. Mr. Forness is not required to offer the products of any particular insurance company.

Commissions generated by insurance sales do not offset regular advisory fees. This practice presents a conflict of interest in recommending certain products of the insurance companies. However, the Advisor will not charge an investment advisory fee on any assets that are implemented through commissionable insurance products. Clients are under no obligation to implement any recommendations made by the Advisor or Mr. Forness.

Item 5 – Additional Compensation

Mr. Forness has an additional business activity where compensation is received that is detailed above in Item 4 above.

Item 6 – Supervision

Mr. Forness serves as a Managing Principal of Forness Financial and is also supervised by Ryan Forness, the Chief Compliance Officer. Ryan Forness can be reached at (781) 400-2604.

Forness Financial has implemented a Code of Ethics, an internal compliance document that guides each Supervised Person in meeting their fiduciary obligations to Clients of Forness Financial. Further, Forness Financial is subject to regulatory oversight by various agencies. These agencies require registration by Forness Financial and its Supervised Persons. As a registered entity, Forness Financial is subject to examinations by regulators, which may be announced or unannounced. Forness Financial is required to periodically update the information provided to these agencies and to provide various reports regarding the business activities and assets of the Advisor.



Form ADV Part 2B – Brochure Supplement
for

Ryan C. Forness, CRPC®
Managing Principal and Chief Compliance Officer

Effective: March 20, 2020

This Form ADV 2B ("Brochure Supplement") provides information about the background and qualifications of Ryan C. Forness, CRPC® (CRD# **3188939**) in addition to the information contained in the Forness Financial LLC ("Forness Financial" or the "Advisor") (CRD # 172473) Disclosure Brochure. If you have not received a copy of the Disclosure Brochure or if you have any questions about the contents of the Forness Financial Disclosure Brochure or this Brochure Supplement, please contact the Advisor at (781) 400-2604 or by email at info@fornessfinancial.com.

Additional information about Mr. Forness is available on the SEC's Investment Adviser Public Disclosure website at www.adviserinfo.sec.gov.

Item 2 – Educational Background and Business Experience

Ryan C. Forness, CRPC® (born in 1974) is dedicated to advising Clients of Forness Financial. Mr. Forness earned A Bachelor of Business Administration in Finance from the University of Georgia in 1997. Additional information regarding Mr. Forness' employment history is included below.

Employment History:

Managing Principal and Chief Compliance Officer, Forness Financial LLC	10/2014 to Present
Financial Advisor, Ameriprise Financial Services, Inc.	10/1999 to 10/2014
Financial Advisor, Dean Witter Reynolds, Inc.	01/1999 to 09/1999

Chartered Retirement Planning Counselor ("CRPC®")

Individuals who hold the CRPC® designation have completed a course of study encompassing pre-and post-retirement needs, asset management, estate planning and the entire retirement planning process using models and techniques from real client situations. Additionally, individuals must pass an end-of-course examination that tests their ability to synthesize complex concepts and apply theoretical concepts to real-life situations. All designees have agreed to adhere to Standards of Professional Conduct and are subject to a disciplinary process. Designees renew their designation every two-years by completing 16 hours of continuing education, reaffirming adherence to the Standards of Professional Conduct and complying with self-disclosure requirements.

Item 3 – Disciplinary Information

There are no legal, civil or disciplinary events to disclose regarding Mr. Forness. Mr. Forness has never been involved in any regulatory, civil or criminal action. There have been no client complaints, lawsuits, arbitration claims or administrative proceedings against Mr. Forness.

Securities laws require an advisor to disclose any instances where the advisor or its advisory persons have been found liable in a legal, regulatory, civil or arbitration matter that alleges violation of securities and other statutes; fraud; false statements or omissions; theft, embezzlement or wrongful taking of property; bribery, forgery, counterfeiting, or extortion; and/or dishonest, unfair or unethical practices. ***As previously noted, there are no legal, civil or disciplinary events to disclose regarding Mr. Forness.***

However, we do encourage you to independently view the background of Mr. Forness on the Investment Adviser Public Disclosure website at www.adviserinfo.sec.gov by searching with his full name or his Individual CRD# 3188939.

Item 4 – Other Business Activities

Insurance Agency Affiliations

Mr. Forness is also a licensed insurance professional. Implementations of insurance recommendations are separate and apart from his role with Forness Financial. As an insurance professional, Mr. Forness will receive customary commissions and other related revenues from the various insurance companies whose products are implemented. Mr. Forness is not required to offer the products of any particular insurance company. Commissions generated by insurance sales do not offset regular advisory fees. This practice presents a conflict of interest in recommending certain products of the insurance companies. However, the Advisor will not charge an investment advisory fee on any assets that are implemented through commissionable insurance products. Clients are under no obligation to implement any recommendations made by the Advisor or Mr. Forness.

Item 5 – Additional Compensation

Mr. Forness has an additional business activity where compensation is received that is detailed above in Item 4 above.

Item 6 – Supervision

Ryan Forness serves as a Managing Principal and the Chief Compliance Officer of Forness Financial. Ryan Forness is also supervised by Norman Forness (Managing Principal). Norman Forness can be reached at (781) 400-2604.

Forness Financial has implemented a Code of Ethics, an internal compliance document that guides each Supervised Person in meeting their fiduciary obligations to Clients of Forness Financial. Further, Forness Financial is subject to regulatory oversight by various agencies. These agencies require registration by Forness Financial and its Supervised Persons. As a registered entity, Forness Financial is subject to examinations by regulators, which may be announced or unannounced. Forness Financial is required to periodically update the information provided to these agencies and to provide various reports regarding the business activities and assets of the Advisor.



Form ADV Part 2B – Brochure Supplement

for

**Kimberly S. Forness, CFP®
Private Wealth Advisor**

Effective: March 20, 2020

This Form ADV 2B ("Brochure Supplement") provides information about the background and qualifications of Kimberly S. Forness, CFP® (CRD# 4055782) in addition to the information contained in the Forness Financial LLC ("Forness Financial" or the "Advisor", CRD# 172473) Disclosure Brochure. If you have not received a copy of the Disclosure Brochure or if you have any questions about the contents of the Forness Financial Disclosure Brochure or this Brochure Supplement, please contact the Advisor at (781) 400-2604 or by email at info@fornessfinancial.com.

Additional information about Mrs. Forness is available on the SEC's Investment Adviser Public Disclosure website at www.adviserinfo.sec.gov by searching with her full name or her Individual CRD# 4055782.

Item 2 – Educational Background and Business Experience

Kimberly S. Forness, born in 1976, is dedicated to advising Clients of Forness Financial as a Private Wealth Advisor. Mrs. Forness earned a Bachelor of Arts from Bowdoin College in 1998. Additional information regarding Mrs. Forness's employment history is included below.

Employment History:

Private Wealth Advisor, Forness Financial LLC	06/2017 to Present
Project Manager, Whitehead Institute	08/2007 to 01/2013
Retirement Counselor, MIT	09/2002 to 07/2007

CERTIFIED FINANCIAL PLANNER™ (“CFP®”)

The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP® (with flame design) marks (collectively, the “CFP® marks”) are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. (“CFP® Board”).

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 71,000 individuals have obtained CFP® certification in the United States.

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

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

Item 3 – Disciplinary Information

There are no legal, civil or disciplinary events to disclose regarding Mrs. Forness. Mrs. Forness has never been involved in any regulatory, civil or criminal action. There have been no client complaints, lawsuits, arbitration claims or administrative proceedings against Mrs. Forness.

Securities laws require an advisor to disclose any instances where the advisor or its advisory persons have been found liable in a legal, regulatory, civil or arbitration matter that alleges violation of securities and other statutes; fraud; false statements or omissions; theft, embezzlement or wrongful taking of property; bribery, forgery, counterfeiting, or extortion; and/or dishonest, unfair or unethical practices. ***As previously noted, there are no legal, civil or disciplinary events to disclose regarding Mrs. Forness.***

However, we do encourage you to independently view the background of Mrs. Forness on the Investment Adviser Public Disclosure website at www.adviserinfo.sec.gov by searching with her full name or her Individual CRD# 4055782.

Item 4 – Other Business Activities

Insurance Agency Affiliations

Mrs. Forness is also a licensed insurance professional. Implementations of insurance recommendations are separate and apart Mrs. Forness's role with Forness Financial. As an insurance professional, Mrs. Forness will receive customary commissions and other related revenues from the various insurance companies whose products are sold. Mrs. Forness is not required to offer the products of any particular insurance company. Commissions generated by insurance sales do not offset regular advisory fees. This practice presents a conflict of interest in recommending certain products of the insurance companies. Clients are under no obligation to implement any recommendations made by Mrs. Forness or the Advisor.

Item 5 – Additional Compensation

Mrs. Forness has an additional business activity where compensation is received that is detailed in Item 4 above.

Item 6 – Supervision

Mrs. Forness serves as a Private Wealth Advisor of Forness Financial and is supervised by Ryan Forness, the Chief Compliance Officer. Ryan Forness can be reached at (781) 400-2604.

Forness Financial has implemented a Code of Ethics, an internal compliance document that guides each Supervised Person in meeting their fiduciary obligations to Clients of Forness Financial. Further, Forness Financial is subject to regulatory oversight by various agencies. These agencies require registration by Forness Financial and its Supervised Persons. As a registered entity, Forness Financial is subject to examinations by regulators, which may be announced or unannounced. Forness Financial is required to periodically update the information provided to these agencies and to provide various reports regarding the business activities and assets of the Advisor.

Privacy Policy

Effective: March 20, 2020

Our Commitment to You

Forness Financial LLC ("Forness Financial" or the "Advisor") is committed to safeguarding the use of personal information of our Clients (also referred to as "you" and "your") that we obtain as your Investment Advisor, as described here in our Privacy Policy ("Policy").

Our relationship with you is our most important asset. We understand that you have entrusted us with your private information, and we do everything that we can to maintain that trust. Forness Financial (also referred to as "we", "our" and "us") protects the security and confidentiality of the personal information we have and implements controls to ensure that such information is used for proper business purposes in connection with the management or servicing of our relationship with you.

Forness Financial does not sell your non-public personal information to anyone. Nor do we provide such information to others except for discrete and reasonable business purposes in connection with the servicing and management of our relationship with you, as discussed below.

Details of our approach to privacy and how your personal non-public information is collected and used are set forth in this Policy.

Why you need to know?

Registered Investment Advisors ("RIAs") must share some of your personal information in the course of servicing your account. Federal and State laws give you the right to limit some of this sharing and require RIAs to disclose how we collect, share, and protect your personal information.

What information do we collect from you?

Social security or taxpayer identification number	Assets and liabilities
Name, address and phone number[s]	Income and expenses
E-mail address[es]	Investment activity
Account information (including other institutions)	Investment experience and goals

What Information do we collect from other sources?

Custody, brokerage and advisory agreements	Account applications and forms
Other advisory agreements and legal documents	Investment questionnaires and suitability documents
Transactional information with us or others	Other information needed to service account

How do we protect your information?

To safeguard your personal information from unauthorized access and use, we maintain physical, procedural and electronic security measures. These include such safeguards as secure passwords, encrypted file storage and a secure office environment. Our technology vendors provide security and access control over personal information and have policies over the transmission of data. Our associates are trained on their responsibilities to protect Client's personal information.

We require third parties that assist in providing our services to you to protect the personal information they receive from us.

How do we share your information?

An RIA shares Client personal information to effectively implement its services. In the section below, we list some reasons we may share your personal information.

Basis For Sharing	Do we share?	Can you limit?
Servicing our Clients We may share non-public personal information with non-affiliated third parties (such as administrators, brokers, custodians, regulators, credit agencies, other financial institutions) as necessary for us to provide agreed upon services to you, consistent with applicable law, including but not limited to: processing transactions; general account maintenance; responding to regulators or legal investigations; and credit reporting.	Yes	No
Marketing Purposes Forness Financial does not disclose, and does not intend to disclose, personal information with non-affiliated third parties to offer you services. Certain laws may give us the right to share your personal information with financial institutions where you are a customer and where Forness Financial or the client has a formal agreement with the financial institution. We will only share information for purposes of servicing your accounts, not for marketing purposes.	No	Not Shared
Authorized Users Your non-public personal information may be disclosed to you and persons that we believe to be your authorized agent[s] or representative[s].	Yes	Yes
Information About Former Clients Forness Financial does not disclose and does not intend to disclose, non-public personal information to non-affiliated third parties with respect to persons who are no longer our Clients.	No	Not Shared

State-specific Regulations

Massachusetts	In response to a Massachusetts law, clients must “opt-in” to share non-public personal information with non-affiliated third parties before any personal information is disclosed. We may disclose non-public personal information to other financial institutions with whom we have joint business arrangements for proper business purposes in connection with the management or servicing of your account.
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Changes to our Privacy Policy

We will send you a copy of this Policy annually for as long as you maintain an ongoing relationship with us.

Periodically we may revise this Policy, and will provide you with a revised Policy if the changes materially alter the previous Privacy Policy. We will not, however, revise our Privacy Policy to permit the sharing of non-public personal information other than as described in this notice unless we first notify you and provide you with an opportunity to prevent the information sharing.

Any Questions?

You may ask questions or voice any concerns, as well as obtain a copy of our current Privacy Policy by contacting us at (781) 400-2604 or via email at info@fornessfinancial.com.