



FIDELIS iM

Keegan Denn

CERTIFIED FINANCIAL PLANNER™

Form ADV Part 2B

Brochure Supplement

March 2020

This brochure supplement provides information about Keegan Denn that supplements the FIDELIS iM brochure. You should have received a copy of that brochure. Please contact our Director of Operations if you did not receive the FIDELIS iM brochure or if you have any questions about the contents of this supplement.

Additional information about Keegan Denn, CFP® is available on the SEC's website at www.adviserinfo.sec.gov.

3551 E. Barnett Rd, Suite 107 / Medford, OR 97504 / Phone: 541-770-1311

WWW.FIDELISIM.COM

Educational Background & Business Experience

Name, Age (Year of Birth)

Keegan Denn, CFP®

Year of Birth: 1978

Formal Education

- Southern Oregon University - B.S. Business Administration (magna cum laude), with emphasis in Finance. Minor in Economics, Certificate of Applied Finance and Economics
- Boston University (Boston Institute of Finance) – Financial Planning

Business Background

- Cutler Investment Group (2005-2012)
 - Vice President

Description of Professional Designations

CERTIFIED FINANCIAL PLANNER™ Certificant

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

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 62,000 individuals have obtained CFP® certification in the United States.

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

- Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board’s studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor’s Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board’s financial planning subject areas include 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, administered in 10 hours over a two-day period, 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.

Disciplinary Information

Legal or Disciplinary Events

Keegan Denn has no disciplinary history with any regulator, state agency, or law enforcement.

Other Business Activities

Investment Related Activities

None

Other Business or Occupation for Compensation

None

Additional Compensation

Economic Benefit

None

Supervision

Describe Supervision

Keegan Denn is the President and part owner of FIDELIS iM. He is monitored by his business partner, Tracy Richards. Tracy Richards is the Chief Compliance Officer of FIDELIS iM. Keegan Denn is monitored through daily meetings and periodic review of client activity. Tracy Richards can be reached at the number on the cover of this brochure supplement.

Requirements for State-Registered Advisers

Additional Information Regarding Disciplinary Events

Keegan Denn has no disciplinary history with any regulator, state agency, or law enforcement.

Bankruptcy

None