

Firm Brochure

(Part 2A of Form ADV)

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This brochure provides information about the qualifications and business practices Secura Financial, LLC. Being registered as a registered investment adviser does not imply a certain level of skill or training. If you have any questions about the contents of this brochure, please contact us at 714-704-6616, or by email at richard@securawm.com. The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission, or by any state securities authority.

Additional information about Secura Financial, LLC (CRD #137324) is available on the SEC's website at www.adviserinfo.sec.gov

May 1, 2020

Item 2: Material Changes

Annual Update

The Material Changes section of this brochure will be updated annually or when material changes occur since the previous release of the Firm Brochure.

Material Changes since the Last Update

Since the last filing of this brochure on March 30, 2020, the following is being updated:

- Item 4 to correct the ownership for the firm.
-

Full Brochure Available

This Firm Brochure being delivered is the complete brochure for the Firm.

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Item 4: Advisory Business

Firm Description

Secura Financial, LLC, ("Advisor") was founded in 1997. The ownership of the business is as follows: Harry M. Barth 40%; Richard W. Jackman 30%; Jason Stone 25%; and Casey Hatcher 5%.

Advisor provides fee based personalized financial planning and confidential portfolio management to individuals, pension and profit sharing plans, banks or thrift institutions, trusts, estates, and charitable organizations and other business entities. Advice is provided through consultation with the client and may include: determination of financial objectives, identification of financial problems, cash flow management, tax planning, insurance review, investment management, education funding, retirement planning, and estate planning.

While Advisor does not sell annuities, insurance, stocks, bonds, mutual funds, limited partnerships, or other commissioned products, Investment Advisor Representatives associated with Advisor may be affiliated with entities that sell insurance and securities products.

Advisor does not act as a custodian of client assets.

An evaluation of each client's initial situation is provided to the client, often in the form of a net worth statement or risk analysis. Periodic reviews are also communicated to provide reminders of the specific courses of action that need to be taken. More frequent reviews occur but are not necessarily communicated to the client unless immediate changes are recommended.

Other professionals (e.g., lawyers, accountants, insurance agents, etc.) are engaged directly by the client on an as-needed basis. Under CCR Section 260.238(k), Advisor, its representatives or any of its employees will disclose to the clients all material conflicts of interest.

Types of Advisory Services

Advisor provides investment supervisory services, also known as asset management services and furnishes investment advice through consultations.

Approximately 50% of the advice provided does not involve securities and is related to financial planning. Advisor may provide financial advice and recommend use of alternative investments, such as managed futures, structured notes, hedge funds and etc. which are organized as a partnership or LLC interest.

ASSET MANAGEMENT

Advisor offers discretionary direct asset management services to advisory clients. Advisor will offer clients ongoing portfolio management services through determining individual investment goals, time horizons, objectives, and risk tolerance. Investment strategies, investment selection, asset allocation, portfolio monitoring and the overall investment program will be based on the above factors. The client will authorize Advisor

discretionary authority to execute selected investment program transactions as stated within the Investment Advisory Agreement through a limited power of attorney or trading authorization.

FINANCIAL PLANNING

General financial planning inclusive of all disciplines (Review Cash Flow; Capital Needs Planning; Long Term Care Planning; Review Disability Needs; Retirement Planning; Review Education Cost; Estate Planning) required to produce comprehensive financial plan.

The fee for the financial plan, general financial advice and/or research regarding a specific product or other financial matter not related to preparation of a written financial plan is due and payable upon signing of the Financial Planning and Investment Advisory Services Agreement.

Under California Code of Regulations, 10 CCR Section 260.235.2 requires that the conflict of interest which exists between the interests of the investment advisor and the interests of the client when offering financial planning services is disclosed. The client is under no obligation to act upon the investment advisor's recommendation. If the client elects to act on any of the recommendations, the client is under no obligation to effect the transaction through Advisor.

SOLICITOR ARRANGEMENTS

Advisor solicits the services of third party money managers to manage client accounts. In such circumstances, Advisor receives solicitor fees from the third party money manager. Advisor acts as the liaison between the client and the third party money manager in return for an ongoing portion of the advisory fees charged by the third party money manager. Advisor helps the client complete the necessary paperwork of the third party money manager, provides ongoing services to the client, will provide the third party money manager with any changes in client status as provided to Advisor by the client and review the quarterly statements provided by the third party money manager. Advisor will deliver the Form ADV Part 2, Privacy Notice and Solicitors Disclosure Statement of the third party money manager. Clients placed with third party money managers will be billed in accordance with the third party money manager's fee schedule which will be disclosed to the client prior to signing an agreement. This is detailed in Item 10 of this brochure.

Client Tailored Services and Client Imposed Restrictions

The goals and objectives for each client are documented in our client files. Investment strategies are created that reflect the stated goals and objectives. Clients may impose restrictions on investing in certain securities or types of securities.

Agreements may not be assigned without written client consent.

Wrap Fee Programs

Advisor is the sponsor of the Private Wealth Management II Program ("PWM"). Advisor has prepared a Wrap Fee Program Brochure (Form ADV Part 2A Appendix 1) which will be given to all clients placed in PWM.

Advisor may utilize the Wrap Fee Programs sponsored by unaffiliated investment advisory firms whereas Advisor may act as a co-advisor. More details will be described in the Sponsor's Appendix 1 which will be provided to the clients if the client is placed in a wrap fee program.

Client Assets under Management

As of December 31, 2019 Advisor had approximately \$135,331,000 of client assets under management on a discretionary basis.

Item 5: Fees and Compensation

Method of Compensation and Fee Schedule

Advisor bases its fees on a percentage of assets under management.

ASSET MANAGEMENT

Advisor offers discretionary direct asset management services to advisory clients. The fee schedules for these services are as follows:

Equity and Balanced Accounts*		
Market Value of Portfolio	Max. Client Fee	Max. Quarterly Fee
On the first \$1,000,000	1.99%	0.4975%
On the next \$1,500,000	1.0%	0.25%
On next \$2,500,000	0.75%	0.1875%
On the next \$5,000,000	0.50%	0.125%
In excess of \$10,000,000	0.40%	0.10%

*With a minimum fee of \$1,250 per quarter

Fixed Income Accounts**		
Market Value of Portfolio	Max. Client Fee	Max. Quarterly Fee
On the first \$1,000,000	1.99%	0.4975%
On the next \$1,500,000	0.50%	0.125%
On the next \$2,500,000	0.40%	0.10%
On the next \$5,000,000	0.30%	0.075%
In excess of \$10,000,000	0.25%	0.0625%

**With a minimum fee of \$1,250 per quarter

Equity and Balanced Accounts with Financial Planning and Consulting***		
Market Value of Portfolio	Max. Client Fee	Max. Quarterly Fee
On the first \$1,000,000	2.25%	0.5625%
On the next \$1,500,000	1.10%	0.275%
On the next \$2,500,000	0.85%	0.2125%
On the next \$5,000,000	0.60%	0.15%
In excess of \$10,000,000	0.50%	0.125%

***With a minimum fee of \$1,625 per quarter

Advisor's annual investment advisory fee shall include investment advisory services. Should the client be enrolled in the combined investment advisory and financial planning service, financial planning and consulting services are limited to those planning and consulting services offered by Advisor and specifically requested by the client. In the event that the client requires extraordinary planning and/or consultation services (to be determined in the sole discretion of Advisor), Advisor may determine to charge for such additional services, the dollar amount of which shall be set forth in a separate written notice to the client.

Fees are billed quarterly in advance based on the amount of assets managed as of the close of business on the last business day of prior quarter. Quarterly advisory fees deducted from the clients' account by the custodian will be reflected in a provided fee invoice as fees are withdrawn. Lower fees for comparable services may be available from other sources.

FINANCIAL PLANNING FEES

Fees are negotiable and are usually based on a flat fee. However, in certain circumstances hourly fee may be charged. The maximum hourly rate is \$500.00 per hour and a maximum fixed fee of \$20,000.00 as fixed fees are agreed upon by contract between each client and advisor.

This agreement may be terminated at any time upon written notice of Secura Financial, LLC or Client. A refund of any unearned fees will be based on the time and effort expended by Secura Financial, LLC before termination with the exception that a full refund of any fees paid will be made if the contract is terminated within five business days of its effective date. Secura Financial, LLC will not assign this agreement without the written consent of Client. Client shall be given thirty (30) days prior written notice of any increase in fees.

SOLICITOR FEES

Advisor at times will utilize the services of third party money managers and receive a solicitor fee for soliciting clients. The client will not pay additional advisory fees to the third party money manager for these services. This is detailed in Item 10 of this brochure.

Client Payment of Fees

Investment management fees are billed quarterly, in advance. Payment in full is expected upon invoice presentation. Fees are usually deducted from a designated client account to facilitate billing. The client must consent in advance to direct debiting of their investment account.

Additional Client Fees Charged

Custodians may charge transaction fees on purchases or sales of certain mutual funds, equities and exchange-traded funds. These charges may include mutual fund transactions fees, postage and handling and miscellaneous fees (fee levied to recover costs associated with fees assessed by self-regulatory organizations). The selection of the security is more important than the nominal fee that the custodian charges to buy or sell the security.

Advisor, in its sole discretion, may waive its minimum fee and/or charge a lesser investment advisory fee based upon certain criteria (e.g., historical relationship, type of assets, anticipated future earning capacity, anticipated future additional assets, dollar amounts of assets to be managed, related accounts, account composition, negotiations with clients, etc.).

For more details on the brokerage practices, see Item 12 of this brochure.

Prepayment of Client Fees

Client may cancel within five (5) business days of signing the Investment Advisory Agreement for a full refund. If cancellation occurs after five (5) business days, client will be entitled to a pro-rata refund based on work completed.

External Compensation for the Sale of Securities to Clients

While Advisor does not receive any external compensation for the sale of securities to clients, Investment Advisor Representatives associated with Advisor will receive external compensation as registered representatives of a broker/dealer. Registered assistants of the broker/dealer do not receive any commissions for the sale of securities.

Item 6: Performance-Based Fees

Sharing of Capital Gains

Fees are not based on a share of the capital gains or capital appreciation of managed securities.

Advisor does not use a performance-based fee structure because of the conflict of interest. Performance-based compensation may create an incentive for the adviser to recommend an investment that may carry a higher degree of risk to the client.

Item 7: Types of Clients

Description

Advisor generally provides investment advice to individuals, pension and profit sharing plans, banks or thrift institutions, trusts, estates, and charitable organizations and other business entities.

Client relationships vary in scope and length of service.

Account Minimums

Advisor requires a minimum of \$250,000 to open an account, but maybe waived at the Managing Member's discretion.

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

Methods of Analysis

Security analysis methods may include fundamental and cyclical analysis. Investing in securities involves risk of loss that clients should be prepared to bear. Past performance is not a guarantee of future returns.

Fundamental analysis involves evaluating a stock using real data such as company revenues, earnings, return on equity, and profits margins to determine underlying value and potential growth. Cyclical analysis involves analyzing the cycles of the market.

The main sources of information include financial media, corporate rating services, research prepared by others, inspections of corporate activities, company press releases, annual reports, prospectuses, and filings with the Securities and Exchange Commission.

Investment Strategy

The investment strategy for a specific client is based upon the objectives stated by the client during consultations. The client may change these objectives at any time. Each client executes an Investment Policy Statement, Risk Tolerance or similar form that documents their objectives and their desired investment strategy.

Other strategies may include long-term purchases, short-term purchases, trading (securities sold within a year), margin transactions, and option writing (including covered options, uncovered options or spreading strategies).

Security Specific Material Risks

All investment programs have certain risks that are borne by the investor. Fundamental analysis may involve interest rate risk, market risk, business risk, and financial risk. Cyclical analysis involves inflation risk, market risk, and currency risk.

Our investment approach constantly keeps the risk of loss in mind. Investors face the following investment risks and should discuss these risks with Advisor:

- *Interest-rate Risk:* Fluctuations in interest rates may cause investment prices to fluctuate. For example, when interest rates rise, yields on existing bonds become less attractive, causing their market values to decline.

- *Market Risk:* The price of a security, bond, or mutual fund may drop in reaction to tangible and intangible events and conditions. This type of risk is caused by external factors independent of a security's particular underlying circumstances. For example, political, economic and social conditions may trigger market events.
- *Inflation Risk:* When any type of inflation is present, a dollar today will buy more than a dollar next year, because purchasing power is eroding at the rate of inflation.
- *Currency Risk:* Overseas investments are subject to fluctuations in the value of the dollar against the currency of the investment's originating country. This is also referred to as exchange rate risk.
- *Reinvestment Risk:* This is the risk that future proceeds from investments may have to be reinvested at a potentially lower rate of return (i.e. interest rate). This primarily relates to fixed income securities.
- *Business Risk:* These risks are associated with a particular industry or a particular company within an industry. For example, oil-drilling companies depend on finding oil and then refining it, a lengthy process, before they can generate a profit. They carry a higher risk of profitability than an electric company which generates its income from a steady stream of customers who buy electricity no matter what the economic environment is like.
- *Liquidity Risk:* Liquidity is the ability to readily convert an investment into cash. Generally, assets are more liquid if many traders are interested in a standardized product. For example, Treasury Bills are highly liquid, while real estate properties are not.
- *Financial Risk:* Excessive borrowing to finance a business' operations increases the risk to profitability, because the company must meet the terms of its obligations in good times and bad. During periods of financial stress, the inability to meet loan obligations may result in bankruptcy and/or a declining market value.

Item 9: Disciplinary Information

Criminal or Civil Actions

The firm and its management have not been involved in any criminal or civil action.

Administrative Enforcement Proceedings

The firm and its management have not been involved in administrative enforcement proceedings.

Self-Regulatory Organization Enforcement Proceedings

The firm and its management have not been involved in legal or disciplinary events related to past or present investment clients.

Item 10: Other Financial Industry Activities and Affiliations

Broker-Dealer or Representative Registration

Harry M. Barth, Richard W. Jackman, and several IARs of Advisor are Registered Representatives/Assistants of Crown Capital Securities, L.P. In the capacity of a registered representative, they offer securities and receive normal and customary compensation as a result of the transactions. Individuals registered as registered assistants of the broker/dealer do not receive any commission from the sale of securities

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

Futures or Commodity Registration

Richard W. Jackman is an associate person with the U.S. Commodity Futures Trading Commission ("CFTC") and holds a Series 31 license.

Material Relationships Maintained by this Advisory Business and Conflicts of Interest

Harry M. Barth, Richard W. Jackman and other IARs of Advisor have financial industry affiliated businesses as licensed insurance agents. Harry M. Barth (real estate broker) is also affiliated with Fortress Equity Mortgage. Richard W. Jackman, Jason D. Stone and Brent Honea are also Investment Advisor Representatives and Registered Representatives/Assistants with Crown Capital Securities, L.P. In addition, Harry M. Barth is also a Registered Representative of Crown Capital Securities, L.P. From time to time, they will offer clients advice or products from those activities and are compensated for their services. Harry M. Barth is an attorney and Senior Partner at the law firm of BarthCalderon, LLP ("BBC"), Brent Honea is a practicing attorney with BBC and Phillip Napper and Kraig Strom are legal assistants at the firm.

These practices represent conflicts of interest because it gives them an incentive to recommend products or services based on the commission/fees received. This conflict is mitigated by disclosures, procedures, and the firm's fiduciary obligation to place the best interest of the client first and the clients are not required to purchase any products or services. Clients have the option to purchase these products or services through another person of their choosing.

Recommendations or Selections of Other Investment Advisors and Conflicts of Interest

Advisor may at times utilize the services of Third Party Money Managers to manage client accounts. In such circumstances, Advisor will share in the Third Party asset management fee. This situation creates a conflict of interest. However, when referring clients to a third party money manager, the client's best interest will be the main determining factor of Advisor. These fees do not include brokerage fees that may be assessed by the custodial

broker dealer. Fees for these services will be based on a percentage of assets under management not to exceed any limit imposed by any regulatory agency. The final fee schedule will be attached to Exhibit D in Advisor's Investment Advisory Agreement.

Prior to referring any clients to third party advisors, Advisor will make sure they are properly licensed, or notice filed with the Department of Business Oversight.

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

Code of Ethics Description

The employees of Advisor have committed to a Code of Ethics. The purpose of our Code of Ethics is to set forth standards of conduct expected of Advisor employees and addresses conflicts that may arise. The Code defines acceptable behavior for employees of Advisor. The Code reflects Advisor and its supervised persons' responsibility to act in the best interest of their client.

One area which the Code addresses is when employees buy or sell securities for their personal accounts and how to mitigate any conflict of interest with our clients. We do not allow any employees to use non-public material information for their personal profit or to use internal research for their personal benefit in conflict with the benefit to our clients.

Advisor's policy prohibits any person from acting upon or otherwise misusing non-public or inside information. No advisory representative or other employee, officer or director of Advisor may recommend any transaction in a security or its derivative to advisory clients or engage in personal securities transactions for a security or its derivatives if the advisory representative possesses material, non-public information regarding the security.

Advisor's Code is based on the guiding principle that the interests of the client are our top priority. Advisor's officers, directors, advisors, and other employees have a fiduciary duty to our clients and must diligently perform that duty to maintain the complete trust and confidence of our clients. When a conflict arises, it is our obligation to put the client's interests over the interests of either employees or the company.

The Code applies to "access" persons. "Access" persons are employees who have access to non-public information regarding any clients' purchase or sale of securities, or non-public information regarding the portfolio holdings of any reportable fund, who are involved in making securities recommendations to clients, or who have access to such recommendations that are non-public.

The firm will provide a copy of the Code of Ethics to any client or prospective client upon request.

Investment Recommendations Involving a Material Financial Interest and Conflict of Interest

Advisor and its employees do not recommend to clients, securities in which we have a material financial interest.

Advisory Firm Purchase of Same Securities Recommended to Clients and Conflicts of Interest

Advisor and its employees may buy or sell securities that are also held by clients. In order to mitigate conflicts of interest such as front running, employees are required to disclose all reportable securities transactions as well as provide Advisor with copies of their brokerage statements.

The Chief Compliance Officer of Advisor is Harry M. Barth. He reviews all employee trades each quarter. The personal trading reviews ensure that the personal trading of employees does not affect the markets and that clients of the firm receive preferential treatment over employee transactions.

Client Securities Recommendations or Trades and Concurrent Advisory Firm Securities Transactions and Conflicts of Interest

Advisor does not maintain a firm proprietary trading account and does not have a material financial interest in any securities being recommended and therefore no conflicts of interest exist.

Item 12: Brokerage Practices

Factors Used to Select Broker-Dealers for Client Transactions

Advisor does recommend the use of a particular broker-dealer or may utilize a broker-dealer of the client's choosing. Advisor will only recommend broker-dealers who are registered in the state in which the client resides. Advisor will select appropriate brokers based on a number of factors including but not limited to their relatively low transaction fees and reporting ability. Advisor relies on its broker to provide its execution services at the best prices available. Lower fees for comparable services may be available from other sources. Clients pay for any and all custodial fees in addition to the advisory fee charged by Advisor.

- *Directed Brokerage*

In circumstances where a client directs Advisor to use a certain broker-dealer, Advisor still has a fiduciary duty to its clients. The following may apply with Directed Brokerage: Advisor's inability to negotiate commissions, to obtain volume discounts, there may be a disparity in commission charges among clients, and conflicts of interest arising from brokerage firm referrals.

- *Best Execution*

Investment advisors who manage or supervise client portfolios on a discretionary basis have a fiduciary obligation of best execution. The determination of what may constitute best execution and price in the execution of a securities transaction by a broker involves a number of considerations and is subjective. Factors affecting brokerage selection include the overall direct net economic result to the portfolios, the efficiency with which the transaction is effected, the ability to effect the transaction where a large block is involved, the operational facilities of the broker-dealer, the value of an ongoing relationship with such broker and the financial

strength and stability of the broker. The firm does not receive any portion of the trading fees.

- *Soft Dollar Arrangements*

Advisor utilizes the services of custodial broker dealers. Economic benefits are received by Advisor which would not be received if Advisor did not give investment advice to clients. These benefits include: A dedicated trading desk, a dedicated service group and an account services manager dedicated to Advisor's accounts, ability to conduct "block" client trades, electronic download of trades, balances and positions, duplicate and batched client statements, and the ability to have advisory fees directly deducted from client accounts.

A conflict of interest exists when the firm receives soft dollars. This conflict is mitigated by disclosures, procedures, and the firm's fiduciary obligation to act in the best interest of his clients and the services received are beneficial to all clients.

Aggregating Securities Transactions for Client Accounts

Advisor is authorized in its discretion to aggregate purchases and sales and other transactions made for the account with purchases and sales and transactions in the same securities for other Clients of Advisor. All clients participating in the aggregated order shall receive an average share price with all other transaction costs shared on a pro-rated basis.

Item 13: Review of Accounts

Schedule for Periodic Review of Client Accounts or Financial Plans and Advisory Persons Involved

Account reviews are performed monthly or quarterly depending on the nature of the account and client relationship. All reviews are conducted by Harry M. Barth, Senior Manager and Richard W. Jackman, CFP, MSFS on a portfolio analysis basis. Account reviews are performed more frequently when market conditions dictate. Financial Plans are considered complete when recommendations are delivered to the client and a review is done only upon request of client.

Review of Client Accounts on Non-Periodic Basis

Other conditions that may trigger a review of clients' accounts are changes in the tax laws, new investment information, and changes in a client's own situation.

Content of Client Provided Reports and Frequency

Clients receive account statements usually on a monthly basis, but no less than quarterly for managed accounts. Account performance reports are issued on a quarterly basis.

Item 14: Client Referrals and Other Compensation

Economic benefits provided to the Advisory Firm from External Sources and Conflicts of Interest

Advisor receives a portion of the annual management fees collected by the Third Party Money Managers to whom Advisor refers clients.

This situation creates a conflict of interest because the firm and/or its Investment Advisor Representative have an incentive to decide what Third Party Money Managers to use because of the higher solicitor fees to be received by the firm. However, when referring clients to a third party money manager, the client's best interest will be the main determining factor of the firm and its representatives.

Advisory Firm Payments for Client Referrals

Advisor does not compensate for employees and outside solicitors for client referrals. The fees charged to the clients are not increased because of the referral fees paid.

Advisor may enter into solicitor relationships. These individual solicitors refer clients to Advisor for services. Advisor pays a referral fee to the solicitor based on its advisory fee and written agreement. Solicitors will also be appropriately registered under federal and state securities laws where applicable. Client receives all related agreements and disclosures prior to or at the time of entering into an Investment Advisory Agreement.

Item 15: Custody

Account Statements

All assets are held at qualified custodians, which means the custodians provide account statements directly to clients at their address of record at least quarterly. Clients are urged to compare the account statements received directly from their custodians to the performance report statements prepared by Advisor.

Clients executed a limited power of attorney limiting Advisor the ability to only make withdrawals from the account solely for the purpose of deducting the agreed upon investment advisory fees. Advisor will send an invoice to the client disclosing the amount of the fee and how it was calculated including include the value of the assets upon which the fee was based.

Advisor is deemed to have constructive custody solely because advisory fees are directly deducted from client's account by the custodian on behalf of Advisor.

Item 16: Investment Discretion

Discretionary Authority for Trading

Advisor accepts discretionary authority to manage securities accounts on behalf of clients. Advisor has the authority to determine, without obtaining specific client consent, the securities to be bought or sold, and the amount of the securities to be bought or sold.

Advisor limits its authority by prohibiting the withdrawing of funds and securities from the client's accounts without direction from the client.

The client approves the custodian to be used and the commission rates paid to the custodian. Advisor does not receive any portion of the transaction fees or commissions paid by the client to the custodian on certain trades.

Discretionary trading authority facilitates placing trades in your accounts on your behalf so that we may promptly implement the investment policy that you have approved in writing.

Item 17: Voting Client Securities

Proxy Votes

Advisor does not vote proxies on securities. Clients are expected to vote their own proxies. The client will receive their proxies directly from the custodian of their account or from a transfer agent.

When assistance on voting proxies is requested, Advisor will provide recommendations to the client. If a conflict of interest exists, it will be disclosed to the client.

Item 18: Financial Information

Balance Sheet

A balance sheet is not required to be provided because Advisor does not serve as a custodian for client funds or securities and Advisor does not require prepayment of fees of more than \$1200 per client and six months or more in advance.

Financial Conditions Reasonably Likely to Impair Advisory Firm's Ability to Meet Commitments to Clients

Advisor has no condition that is reasonably likely to impair our ability to meet contractual commitments to our clients.

Bankruptcy Petitions during the Past Ten Years

Neither Advisor nor its management has had any bankruptcy petitions in the last ten years.

Brochure Supplement (Part 2B of Form ADV)

Supervisor/Management Person Brochure

Harry M. Barth, CLU, CFP®, ChFC, CAPP™

**Secura Financial, LLC
333 City Boulevard West, Suite 2050
Orange, CA 92886
PHONE: 714-704-6616
FAX: 714-704-1513
EMAIL: Harry@securawm.com**

This brochure supplement provides information about Harry M. Barth and supplements Secura Financial, LLC's brochure. You should have received a copy of that brochure. Please contact Harry M. Barth if you did not receive Secura Financial, LLC brochure or if you have any questions about the contents of this supplement.

Additional information about Harry M. Barth (IARD #13891) is available on the SEC's website at www.adviserinfo.sec.gov.

May 1, 2020

Brochure Supplement (Part 2B of Form ADV)

Supervised Person Brochure

Principal Executive Officer

Harry M. Barth, CLU, CFP®, ChFC, CAPP™

- Year of birth: 1947
-

Educational Background and Business Experience

Educational Background:

- State University of New York; Bachelor of Arts – Liberal Arts; 1971
- University of Sarasota, Florida; MBA – Masters in Financial Planning; 1985
- Western State College University of Law – J.D. Juris Doctor; 1991

Business Experience:

Harry has been in the financial services field for over 40 years and actively practicing individual comprehensive financial planning since 1978. Harry has also been a practicing attorney since 1991. Current business affiliations are as follows below:

- Secura Financial, LLC; Member/Senior Manager/Chief Compliance Officer; 01/1997 – Present
 - Crown Capital Securities, L.P.; Registered Representative; 01/2015- Present
 - Bentley Financial & Insurance Services, Inc.; President/Agent; 01/2008 – Present
 - BarthCalderon, LLP; Attorney/Senior Partner; 01/2003 - Present
 - Fortress Equity Mortgage; Real Estate Broker; 1997 – Present
 - J.W. Cole Advisors; Investment Advisor Representative; 01/2014 – 01/2015
 - J.W. Cole Financial, Inc.; Registered Principal/Branch Manager; 06/2012 – 01/2015
 - LPL Financial; Registered Principal/Branch Manager; 06/1993 – 06/2012
-

Professional Certifications

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

Chartered Life Underwriter (CLU): Chartered Life Underwriters are licensed by the American College to use the CLU mark. CLU certification requirements:

- Complete successfully CLU coursework 5 required and 3 elective
- Meet the experience requirements: Three years of business experience immediately preceding the date of use of the designation are required. An undergraduate or graduate degree from an accredited educational institution qualifies as one year of business experience.
- Take the Professional Ethics Pledge.

- When you achieve your CLU designation, you must earn 30 hours of continuing education credit every two years.

Certified Financial Planner (CFP®): Certified Financial Planners are licensed by the CFP Board to use the CFP mark. CFP® certification requirements:

- Bachelor's degree from an accredited college or university.
- Completion of the financial planning education requirements set by the CFP Board (www.cfp.net).
- Successful completion of the 10-hour CFP® Certification Exam.
- Three-year qualifying full-time work experience.
- Successfully pass the Candidate Fitness Standards and background check.
- When you achieve your CFP® designation, you must renew your certification every year, pay \$360 certification fee and complete 30 hours of continuing education.

Chartered Financial Consultant (ChFC): Chartered Financial Consultants are licensed by the American College to use the ChFC mark. ChFC certification requirements:

- Complete ChFC coursework within five years from the date of initial enrollment.
- Pass the exams for all required elective courses. You must achieve a minimum score of 70% to pass.
- Meet the experience requirements: Three years of business experience immediately preceding the date of use of the designation are required. An undergraduate or graduate degree from an accredited educational institution qualifies as one year of business experience.
- Take the Professional Ethics Pledge.
- When you achieve your ChFC designation, you must earn your recertification every two years.

Certified Asset Protection Planner (CAPP™): Certified Asset Protection Planners are licensed by The Wealth Preservation Institute (www.thewpi.org) to use the CAPP mark. CAPP certification requirements:

- Complete an eighteen-hour educational course.
- Pass a 180-question multiple choice examination and a two (2) question essay examination.
- Must follow the Code of Ethics and Rules of Responsibility for CAPP™.
- When you achieve your CAPP designation, you are required to complete (18) hours of continuing education every two years.

Other Business Activities Engaged In

Harry M. Barth has affiliated businesses as an attorney, registered principal, real estate broker, and insurance agent. From time to time, he offers clients advice or products from these activities.

These practices represent conflicts of interest because it gives Mr. Barth an incentive to recommend products or services based on the compensation amount received. This conflict is mitigated by disclosures, procedures, and the firm's fiduciary obligation to place the best interest of the client first and the clients are not required to purchase any products or services. Clients have the option to purchase these products through another person of their choosing.

Additional Compensation

Mr. Barth receives compensation from his law practice, in his capacity as a registered representative for securities transactions, insurance companies for the products he sells, and as a real estate broker. He does not receive any performance based fees.

Supervision

Harry M. Barth is supervised by Richard W. Jackman. He reviews Harry's work through frequent office interactions.

Mr. Jackman can be contacted by: PHONE: 714-704-6616 ext. 102 or EMAIL: Richard@secruawm.com

Supervisor/Management Person Brochure

Richard W. Jackman, CFP®, CRPS®, CAS®, CFS®, CTS®, BCE

**Secura Financial, LLC
333 City Boulevard West, Suite 2050
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FAX: 714-704-1513
EMAIL: Richard@securawm.com**

This brochure supplement provides information about Richard W. Jackman and supplements Secura Financial, LLC brochure. You should have received a copy of that brochure. Please contact Richard W. Jackman if you did not receive Secura Financial, LLC brochure or if you have any questions about the contents of this supplement.

Additional information about Richard W. Jackman (IARD #2501641) is available on the SEC's website at www.adviserinfo.sec.gov.

May 1, 2020

Principal Executive Officers and Management Persons

Richard W. Jackman, CFP®, CRPS®, CAS®, CFS®, CTS®, BCE

- Year of birth: 1965

Educational Background and Business Experience

Educational Background:

- Institute of Business and Finance - California; Master of Science in Financial Services; 2009

Business Experience:

- Secura Financial, LLC; Chief Investment Officer; 05/1997 – Present
- Secura Financial, LLC; Member; 11/2019 - Present
- Crown Capital Securities, L.P.; Investment Advisor Representative; 11/2015 - Present
- Crown Capital Securities, L.P.; Registered Representative; 12/2014 - Present
- Bentley Financial & Insurance Services, Inc.; Endorsed Agent; 09/2008 – Present
- Fortress Equity Mortgage; Real Estate Loan Officer; 10/2006 – 12/2018
- J.W. Cole Advisors; Investment Advisor Representative; 01/2014 - 12/2014
- J.W. Cole Financial, Inc.; Registered Principal/Registered Representative; 06/2012 – 12/2014
- LPL Financial; Registered Principal/Registered Representative; 05/1995 – 06/2012

Professional Certifications

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

Certified Financial Planner (CFP®): Certified Financial Planners are licensed by the CFP Board to use the CFP® mark. CFP® certification requirements:

- Bachelor's degree from an accredited college or university.
- Completion of the financial planning education requirements set by the CFP Board (www.cfp.net).
- Successful completion of the 10-hour CFP® Certification Exam.
- Three-year qualifying full-time work experience.
- Successfully pass the Candidate Fitness Standards and background check.
- When you achieve your CFP® designation, you must renew your certification every year, pay \$360 certification fee and complete 30 hours of continuing education.

Chartered Retirement Plans Specialist (CRPS®): Chartered Retirement Plans Specialist is granted by the College for Financial Planning to use the CRPS® mark. CRPS® award requirements:

- Completion of the education requirements set by the College for Financial Planning. (www.cffp.edu).
- Successful pass of the CRPS® final examination.
- Comply with the Code of Ethics and abide by the Standard of Professional Conduct and Terms and Conditions.
- Successfully pass the Candidate Fitness Standards and background check.
- When you achieve your CRPS® designation, you must renew your certification every 2 years, pay \$75 renewal fee and complete 16 hours of continuing education.

Certified Annuity Specialist (CAS®): Certified Annuity Specialist are licensed by the Institute of Business & Finance ("IBF") to use the CAS® mark. CAS® certification requirements:

- Completion of six modules, 3 examinations and one case study. (www.icfs.com).
- Adhere to IBF's Code of Ethics and Standards of Practice.
- When you achieve your CAS® designation, you are required to complete (30) hours of continuing education every two years.

Certified Funds Specialist (CFS®): Certified Funds Specialist are licensed by the Institute of Business & Finance ("IBF") to use the CFS® mark. CFS® certification requirements:

- Completion of six modules, 3 examinations and one case study. (www.icfs.com).
- Adhere to IBF's Code of Ethics and Standards of Practice.
- When you achieve your CFS® designation, you are required to complete (30) hours of continuing education every two years.

Certified Tax Specialist (CTS®): Certified Tax Specialist are licensed by the Institute of Business & Finance ("IBF") to use the CTS® mark. CTS® certification requirements:

- Completion of six modules, 3 examinations and one case study. (www.icfs.com).
- Adhere to IBF's Code of Ethics and Standards of Practice.
- When you achieve your CTS® designation, you are required to complete (30) hours of continuing education every two years.

Board Certified Estate Planning (BCE): Board Certified estate Planning are licensed by the Institute of Business & Finance ("IBF") to use the BCE mark. BCE certification requirements:

- Completion of six modules, 3 examinations and one case study. (www.icfs.com).
- Adhere to IBF's Code of Ethics and Standards of Practice.
- When you achieve your BCE designation, you are required to complete (30) hours of continuing education every two years.

Disciplinary Information

None to report

Other Business Activities

Richard W. Jackman has affiliated businesses as a registered principal, investment advisor representative, and insurance agent. From time to time, he offers clients advice or products from these activities.

These practices represent conflicts of interest because it gives Mr. Jackman an incentive to recommend products or services based on the compensation amount received. This conflict is mitigated by disclosures, procedures, and the firm's fiduciary obligation to place the best interest of the client first and the clients are not required to purchase any products or services. Clients have the option to purchase these products through another person of their choosing.

Additional Compensation

Mr. Jackman receives compensation in his capacity as a registered representative for securities transactions, insurance companies on the insurance products he sells, and as an investment advisor representative. He does not receive any performance based fees.

Supervision

Richard W. Jackman is supervised by Harry M. Barth, Chief Compliance Officer. He reviews Richard's work through frequent office interactions.

Mr. Barth can be contacted by: PHONE: 714-704-6616 or EMAIL: Harry@securawm.com

Supervised Person Brochure

Part 2B of Form ADV

Jason Douglas Stone CFP®

Secura Financial, LLC
333 City Boulevard West, Suite 2050
Orange, CA 92868-2944
PHONE: 714-704-6616
FAX: 714-704-1513
EMAIL: jason@securawm.com

This brochure provides information about Jason D. Stone and supplements Secura Financial, LLC's brochure. Being registered as a registered investment adviser does not imply a certain level of skill or training. You should have received a copy of that brochure. Please contact Jason D. Stone if you did not receive Secura Financial, LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about Jason D. Stone (CRD #5455271) is available on the SEC's website at www.adviserinfo.sec.gov.

May 1, 2020

Brochure Supplement (Part 2B of Form ADV)

Additional Investment Advisor Representative

Jason Douglas Stone CFP®

- Year of birth: 1982
-

Item 2 Educational Background and Business Experience

Educational Background:

- California State University, Long Beach; BS in Management, Finance and minor in Economics; 01/2006

Business Experience:

- Secura Financial, LLC; Investment Advisor Representative; 09/2013 – Present
 - Secura Financial, LLC; Member/Managing Director; 11/2019 - Present
 - Bentley Financial & Insurance Services, Inc.; Insurance Agent; 09/2013 – Present
 - Crown Capital Securities, LP; Registered Representative; 1/2015 - Present
 - J.W. Cole Advisors, Inc.; Investment Advisor Representative; 01/2014 – 12/2014
 - J.W. Cole Financial, Inc.; Registered Representative; 08/2013-12/2014
 - Comprehensive Child Development; Board Member; 10/2012-Present
 - Theta Chi Fraternity Alumni Board; Treasurer; 01/2006-Present
 - Ameriprise; Financial Advisor; 02/2008-08/2013
 - Pacific Partners Investments; Sales Manager; 06/2006-02/2008
 - Keller Williams; Realtor; 08/2004-06/2006
 - T.R.E.O.; Asset Coordinator; 09/2002-08/2004
-

Professional Certifications

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

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

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

Item 3 Disciplinary Information

None to report.

Item 4 Other Business Activities

Jason D. Stone has affiliated businesses as a registered representative and insurance agent. From time to time, he offers clients advice or products from those activities. Clients are not required to purchase any products. He may receive separate, yet typical, compensation in the form of commissions for the sale of insurance and securities products.

These practices represent conflicts of interest because it gives Mr. Stone an incentive to recommend products based on the commission amount received. This conflict is

mitigated by disclosures, procedures and the firm's fiduciary obligation to place the best interest of the client first. Clients are not required to purchase any products. Clients have the option to purchase these products through another insurance agent, registered representative or investment advisor representative of their choosing.

Item 5 Additional Compensation

Jason D. Stone receives additional compensation in his capacity as an insurance agent, registered representative and investment advisor representative, but he does not receive any performance based fees.

Item 6 Supervision

Jason D. Stone is supervised by Richard W. Jackman, Chief Investment Officer. He reviews Jason's work through frequent office interactions, as well as remote interactions.

Richard W. Jackman's contact information:

Phone: 714-704-6616 ext. 102, or by email at: Richard@secruawm.com

Item 7 Requirements for State-Registered Advisors

Arbitration Claims: None to report.

Self-Regulatory Organization or Administrative Proceeding: None to report.

Bankruptcy Petition: None to report.