

# ABUNDANCE

## WEALTH COUNSELORS

Firm Brochure Dated: September 21, 2020

This brochure provides information about the qualifications and business practices of Abundance Wealth Counselors. If you have any questions about the contents of this brochure, please contact us at 800.253.3760. The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission (SEC) or by any state securities authority.

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

Abundance is a registered investment advisor. Registration of an investment adviser does not imply any level of skill or training, and you should not choose an investment adviser solely on the basis of its status as a registered investment adviser. Please consider the information provided to you in oral and written communications to determine whether to hire or retain an investment adviser and to evaluate an investment adviser's qualifications and business practices.

## Item 2: Material Changes

Lauren Gretchen, of Swayze, LLC has been retained to serve as Chief Compliance Officer effective September 9, 2019.

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## Item 4: Advisory Business

Abundance is a full-service, SEC registered investment advisor, located in State College, PA, and formed in 2001 by Richard DeFluri, who is the principal and owner of the firm.

Abundance provides private wealth management services in a family office setting to its clients on an ongoing basis. The firm manages client wealth in a holistic manner, handling and coordinating all aspects of a client's financial life, and taking into account the tax, estate, and asset protection implications, in addition to other life factors. Abundance not only takes these factors into consideration when managing investments, but also provides advice on risk management, personal cash flow, estate, tax, asset protection, retirement, business planning, and other topics in which we are competent. Abundance will also provide ancillary services to clients and their families in areas such as estate administration, asset distribution, loan & trust administration, and private banking services. Additionally, Abundance will provide advice on, and/or offer to clients, investment opportunities in private investment offerings where appropriate for the client and consistent with the client's goals and objectives.

Abundance also implements and advises on the investments of retirement plans for both organizations and individuals. Abundance can act in a fiduciary or a non-fiduciary capacity when providing services to retirement plans, can manage the investment of the assets on a discretionary or non-discretionary basis, can provide advice on investment choices when not managing the investment, and can provide both participant and plan-level services and advice.

Abundance manages client investments on a discretionary basis. In addition, the firm has power of attorney on client assets under management, allowing for assets to be transferred out of and between accounts. Because Abundance has custody of client assets due to power of attorney, the firm undergoes an annual surprise custody audit, performed by an outside accounting firm on an annual basis.

As of December 31, 2019, Abundance actively managed \$724,956,863 million of client assets on a discretionary basis, and \$4,375,842 million of client assets on a non-discretionary basis.

## Item 5: Fees and Compensation

The annual fee for investment management is charged as a percentage of assets under management, plus where applicable, certain fixed annual fees as described below.

Market Value of Assets	Annual Fee
\$ 0 - \$2,000,000	1.00%
\$ 2,000,001 - \$3,000,000	0.95%
\$ 3,000,001 - \$4,000,000	0.90%
\$ 4,000,001 - \$5,000,000	0.85%
\$ 5,000,001 - \$10,000,000	0.80%
\$10,000,001 - \$15,000,000	0.70%
\$15,000,001 - \$20,000,000	0.60%
\$20,000,001 and above	Negotiable
Abundance Enhanced Fixed Income Strategy	0.40%
100% Fixed Income Portfolios	0.40%

Fees for the management of retirement plans range from .20% to 1.00% of plan assets depending on the services requested and the size of the plan. The above fees do not include platform, attorney, or Third Party Administrator (TPA) fees, but are only related to the services that Abundance provides to the plan.

## Private Investments

Abundance charges a fee equivalent to the client's investment management fee, usually on the total deployed capital amount for the life of the investment, as opposed to the market value of the asset. This is due to the difficulty in obtaining accurate valuations on this asset class. If a private investment does provide Abundance with regular and verifiable valuations, the valuation provided by the private investment will be used for fee calculations. Finally, if a value is determined in a liquid market, the valuation may be updated to reflect the market value for fee calculations. This fee will apply for private investments that Abundance performs due diligence on, offers to clients, reports on, and administers for the client. Private investment fees will apply to certain investments where they are disclosed to the client by Abundance. The deployed capital amount, verified valuation, or the market value in cases where there is liquidity, will factor into determining the investment management fee.

Fixed annual fees are assessed as follows:

Cash/Checking/Money Market Assets	\$50 annual fee, billed monthly in advance
ILIT / Loan Administration Services	\$350 annual fee, billed annually in advance

Abundance excludes certain assets when calculating management fees and will identify such assets and inform the client when this situation applies. The assets excluded will not be taken into consideration when determining the management fee tier.

Abundance requires a minimum client balance of \$1 Million in assets under management. This requirement may be waived upon review of the client's individual circumstances and relationship to Abundance or its clients. Abundance also maintains the ability to waive or negotiate fees with clients based on a variety of factors.

Fees are deducted at the beginning of each month, or if a client chooses, they will be billed and may pay the invoice using outside funds. The monthly fee is determined by the account balance at the end of the previous month. Fee schedules are reviewed monthly and updated based on the previous month's assets under management. The fees billed by Abundance are only for advisory services provided by Abundance, and do not include broker commissions, mutual fund expenses, or other trading and investment related expenses. Those fees are in addition to the investment advisory fee charged by Abundance.

It is important to know that Abundance Risk Management is an affiliated entity which sells insurance products on a commission basis. Clients of Abundance may be referred to Abundance Risk Management for insurance needs, but are not required to purchase insurance from that entity. Abundance Risk Management receives commissions on insurance policies that it writes.

Abundance requires that clients sign a Client Service Agreement which sets forth the nature and terms of the agreement, including the fee schedule. Abundance does not collect unearned fees in excess of \$1,200 not expected to be earned within 6 months. A Client Service Agreement may be terminated by either party for any reason upon receipt of 30 days written notice. All fees billed in advance will be refunded on a pro-rata basis.

Clients should be aware that similar advisory services may be available from other investment advisors for similar or lower fees.

## Item 6: Performance Based Fees and Compensation and Side-by-Side Management

Abundance does not charge performance-based fees.

## Item 7: Types of Clients

Abundance primarily advises and manages the investments of individuals and families with significant investible assets. We also work with businesses, their retirement plans, and captive insurance companies, along with estates, trusts, and some charitable organizations.

Abundance requires a minimum investment account value of \$1,000,000 in order to qualify for our investment management services. However, exceptions to this minimum may be made based on the particular circumstances and relationship to that client.

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

Abundance maintains separately managed investment accounts for clients. We manage those accounts to a certain allocation model, with variations based on the size of the particular account and objectives of the account's owner(s). Therefore, there will generally be some variation between accounts. The two main investment strategies that we use are the *Abundance Strategic Allocation Portfolio (ASAP)* and the *Abundance Enhanced Fixed Income Strategy*.

*Abundance Strategic Allocation Portfolio (ASAP)* is a diversified global portfolio model consisting of individual equity & fixed income components, mutual funds, and exchange-traded funds (ETFs), available for different risk levels as determined to be appropriate by the client and advisor. The model is allocated between equity, fixed income, cash, and hedging strategies. ASAP is generally fully-invested, unless economic and/or market conditions would warrant placing a higher amount of the portfolio into cash. ASAP tends to focus primarily on long-term investments, however accounts and positions are rebalanced periodically to maintain the proper allocations. From time to time, we will make tactical trades within portfolios or change the allocation to match our market outlook. These relatively short-term trades could be utilized to take advantage of trends or opportunities that we see or could be utilized to capitalize on a significant price swing.

Within ASAP, there are three separate account types. The specialty account model, which consists of accounts below \$100,000, the fund model, which consists of accounts between \$100,000 and \$500,000, and the managed account model, for accounts \$500,000 and greater. The specialty account model focuses on creating efficiency in trading and balancing smaller specialty accounts by utilizing mutual funds to create an allocation and provide performance similar to that of larger ASAP accounts. ETFs are not used in this model due to the inability to purchase fractional shares, which would result in large variations from the ASAP model. The fund model utilizes mutual funds and ETFs to create an allocation and provide performance similar to that of larger ASAP accounts. Individual securities are not used in these accounts due to inefficiencies created due to higher trading costs, market liquidity in the bond market, and the ability to meet the proper bond allocation. The managed account model mirrors most closely the ASAP model. Because of the size of ASAP accounts, we are able to purchase individual securities, along with mutual funds, and ETFs to match the proper allocation while achieving optimal cost efficiencies.

The *Abundance Enhanced Fixed Income Strategy* is a modified fixed income strategy, which utilizes short duration fixed income securities and the hedging strategies utilized within ASAP. The fixed income portion of this strategy consists of individual bond ladders extending out three years and constitutes approximately 50% of the account. The other 50% of the account is allocated towards funds utilized in our hedging strategies. The bonds in an Enhanced Fixed Income portfolio are generally held to maturity, while the funds making up the hedging strategies will periodically be rebalanced to the original weights. The purpose of this model is to act as a cash alternative while still providing market exposure. This strategy has a short to intermediate investment horizon.

The components and allocations of our investment strategies are determined using fundamental analysis, technical analysis, fund analysis, and cyclical analysis. Our chosen asset allocations at a given time are meant to balance and reduce the risk of any one security, market, industry, or geographical area, while increasing assets allocated to the areas that we feel will outperform the overall markets. Fundamental analysis relies on evaluating the value of the security by looking at economic and financial factors, and looks to see whether the market has underpriced or overpriced the security. Fundamental analysis fails to analyze market movements and technical measures, but looks to the value of the security itself. Technical analysis uses past market movements and charting to predict the future direction of a security and the overall market based on patterns, support, and resistance, among other factors. Technical analysis also analyzes the cyclical nature of markets and certain securities as they rise and fall against the overall market. Technical analysis attempts to predict price movements based on investor psychology, but does not account for market & security fundamentals, or underlying financial conditions. Fund analysis looks to the track record and experience of a fund's management, along with the underlying investments in a fund or ETF. This type of analysis is helpful but does not provide Abundance with control over the underlying investments. Fund analysis also cannot predict future success for a fund based on historical performance and is heavily dependent on continuity of management.

Abundance does utilize the services of Investment Research Partners, LLC, a Registered Investment Advisor, to assist in portfolio management for select accounts. Investment Research Partners provides market commentary, research and recommendations to Abundance. Investment Research Partners is granted discretionary authority to affect trades on fixed income accounts or other accounts as selected by Abundance.

No investment is free of risks. Our methods of analysis rely on accurate information on which we base our opinions and advice. Inaccuracies in underlying information will skew our opinions. Current and prospective Abundance clients are cautioned that investments in securities involve risk of loss, including the possibility of a complete loss of the amount invested. All investors



should be prepared to bear these risks. One of Abundance's top priorities is to make sure clients understand the potential investment risks and rewards. Past performance is not an indicator of future results and while history can be used to evaluate potential future results, there is no guarantee that those predictions will wind up being accurate.

## Item 9: Disciplinary Information

Abundance is required to disclose all legal and disciplinary events that are material to a client's or prospective client's evaluation of Abundance and the integrity of its management.

Neither Abundance nor its management personnel have any reportable disciplinary events to disclose.

## Item 10: Other Financial Industry Activities and Affiliations

Related persons of Abundance are actively engaged in both affiliated and non-affiliated outside business activities.

### Insurance

Abundance Risk Management (*Risk*) was formed by Richard DeFluri as an insurance agency to receive and distribute revenues from the sale of life, long-term disability, and long-term care insurance products by representatives of *Risk*, who may also be employees of Abundance. Richard DeFluri is the sole manager and member of *Risk* and will profit from revenues received by *Risk*. Abundance will source and recommend insurance policies through *Risk*, for which *Risk* will receive industry customary commissions. Clients are not required to purchase insurance through *Risk* and may look for similar policies through other insurance brokers or carriers. *Risk* utilizes outside insurance brokers to search the market and source appropriate policies. These brokers are selected based on the quality of services provided and the cost of those services. Abundance seeks to recommend the policy that is the best selection for each given client. Clients should be aware that this presents a conflict of interest, as some policies may carry higher commissions than others. As a result of this conflict, insurance assets on which Abundance is compensated from a third-party will be excluded from the calculation of advisory fees. Abundance makes every effort to minimize those risks and act in the best interest of the clients at all times.

When appropriate, Abundance may recommend certain financial products and investment opportunities to clients that may financially benefit other clients. When offering an investment opportunity or product under this scenario, Abundance will disclose its relationship with the

offeror of the product or investment opportunity to the client considering the investment or purchase, in order to mitigate any conflicts of interest that exist or may arise.

Richard F. DeFluri, Ltd. (*Limited*) is an insurance agency formed and owned by Richard DeFluri. *Limited* sourced insurance policies for clients through outside insurance companies and brokers. *Limited* is no longer in use for writing new policies, but exists to collect trailing commissions on insurance policies written before the creation of *Risk*.

## Attorney

John Schaffer, as an active member of the Pennsylvania Bar, practices law through his firm, Estate Design, LLC, which is independent of Abundance. Those activities are separate from Abundance. Clients may be referred by Abundance to John Schaffer for certain legal services. John Schaffer may also refer business out to attorneys not associated with Abundance. In exchange for those referrals, outside lawyers or their firms may offer referral fees as a percentage of the total fee. This fee is customary in the legal profession and cannot inflate the amount charged to the client. Referral fees must also be disclosed to the client. This presents a conflict of interest, as John Schaffer may personally benefit from business referred to him by Abundance or by business that he refers to attorneys independent from Abundance. Not all attorneys pay referral fees, which could provide an incentive to refer business only to those attorneys which pay referral fees to the referring attorney, as opposed to the best attorney for each given case. As a fiduciary, Abundance and its related persons have a duty to act in the best interest of each client. Therefore, any legal referrals made by Abundance or John Schaffer will be based on the qualifications of the attorney and the unique client situation, not on the amount, if any, of the referral fee.

## Private Investments

Abundance or related persons may be managing members of limited liability companies (*LLCs*) and/or a part of general partners of Limited Partnerships (*LPs*) formed to operate a business, in which clients may be solicited to invest. Clients will be advised of any such relationship in which Abundance or one of its related persons may benefit financially by client investment into such partnerships. Client assets invested in such partnerships will be excluded from assets under management calculations for the purposes of determining advisory fees to avoid double dipping, where ongoing management fees are charged inside of the partnership. Abundance and its advisors may recommend private investment opportunities to clients, where appropriate. Clients are under no obligation to invest in any private investment that is offered. Investment in private investment opportunities is at the complete discretion of the client, who must subscribe to such offerings.

Abundance Equity Partners (*Equity*), was formed to source private investment opportunities for clients, and/or act as a part of a general partner or managing member of private investments.

Investment opportunities may be associated with Abundance and its related persons, or independent of Abundance and its related persons.

Abundance may act as a service agent or investment advisor to limited partnerships and will assist clients in investing in such partnerships and will report on information provided by such partnerships when available. Conflicts of interest will be disclosed to clients prior to offering such investment opportunities as part of Abundance's advisory business.

Clients interested in investing in private offerings recommended or presented by Abundance should refer to investment's private placement memorandum for more information specific to the offering.

An Investment Advisor Representative of Abundance serves as part of a general partner in various investment partnerships formed for the purpose of acquiring and developing real estate. Limited partnership shares of these partnerships are offered to clients of Abundance when appropriate. This presents an inherent conflict of interest as the Investment Advisor Representative of Abundance may benefit personally from client investment into such partnerships. Conflicts of interest are specifically disclosed in the offering documents provided to investors.

Clients who subscribe to private offerings through Abundance or which are related entities will have those interests reflected on their Abundance statements. Additionally, clients may wish to post certain private investments sourced from outside of Abundance on their Abundance statements. Abundance is not responsible for providing valuations on these assets. Therefore, the valuation may be reflected at cost basis, or updated when valuations are provided to Abundance by the client, general partner, or sponsor of the offering.

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

As a fiduciary, Abundance and its related persons have an ethical and legal obligation to act in the best interest of the client. Abundance has adopted and maintains a written code of ethics that sets forth high ethical standards of integrity, loyalty, and fairness in which Abundance and its employees must abide by. Employees of Abundance are required to abide by the code of ethics not only based on the letter, but on the spirit of its intent. The code of ethics requires Abundance and its employees to abide by all applicable federal securities laws.

Abundance's code of ethics covers the topics of confidentiality, personal securities transactions, and insider trading. The code of ethics is designed to protect client information, prevent the

interests of Abundance employees from interfering with making or implementing decisions in the best interest of our clients, while still allowing employees to participate in capital, derivatives, and debt markets, and to prevent employees from acting on material, non-public information when trading their own or client accounts.

In order to minimize conflicts of interest, Abundance requires pre clearance approval for employees purchasing private securities or IPOs. Abundance utilizes block trading, blackout periods, and requires pre clearance when trading securities on the recommended list.

Annually, the code of ethics is reviewed and acknowledged in writing by each employee that he or she will abide by its terms. Access persons must complete an annual questionnaire on outside business interests and activities, and must submit their annual securities holdings to the Chief Compliance Officer. Throughout the year, all access persons must have duplicate brokerage statements sent directly to Abundance.

A copy of our code of ethics is available to clients and prospective clients upon request.

Abundance may offer private securities or limited partnership investments where Abundance or related persons have a financial interest. These conflicts will be disclosed to clients that invest.

Unless otherwise directed by the client, Abundance maintains discretionary authority over brokerage selection and commissions paid. Abundance custodies client assets with a broker-dealer and selects that broker based on what it perceives as the best overall value for the client along with the broker's compatibility with our business model. The determination is not made on one factor, such as cost, but on a combination of criteria. Abundance looks to the best qualitative execution, which factors in cost, brokerage services, reputation, value of research provided, customer service, execution capability, commission rates, and the ability for Abundance to hold power of attorney over client assets, among other criteria. As a result of our due diligence, we have chosen to execute trades through National Financial Services, LLC and Fidelity Brokerage Services, LLC, collectively referred to as "Fidelity".

## Item 12: Brokerage Practices

Clients may direct brokerage to the broker of their choosing, along with any restrictions or limitations on Abundance's discretion in writing. Any future amendments must also be provided by the client to Abundance in writing. In the rare event that a client directs brokerage to a broker other than that generally used by Abundance, Abundance will not be able to negotiate commission rates, obtain volume discounts, obtain best execution, or aggregate trades. Clients

who choose to direct brokerage may see a disparity in commission charges and execution from those clients who do not direct brokerage.

Abundance utilizes block trades wherever possible to the advantage of clients. Block trading allows us to trade multiple client accounts in one transaction, with trading costs shared on a pro-rated basis between the accounts aggregated in the block. Block trades allow for faster trade execution and average pricing to clients. Abundance will seek to improve pricing when dealing with block trades in certain securities. Abundance will not block trades for client accounts in which the client has restricted us from this practice or in the case where a client has directed brokerage to a broker other than Fidelity. In these cases, accounts will be traded after our managed accounts at Fidelity.

Abundance does not enter into soft-dollar arrangements and does not receive any benefits from Fidelity which are based on client account activity. As the custodian of client accounts, Fidelity does provide Abundance with certain benefits which are not based on client security transactions and generally benefit all clients, regardless of account size, and allow us to provide better service to clients.

Fidelity provides Abundance access to institutional platform services, which is not available to retail investors and includes brokerage, custody, and other related services. These services assist us in managing and administering client accounts, and include software and other technology that provides access to client account data, facilitates trade execution and allocate aggregated trade orders for multiple client accounts, provides research, pricing and other market data, facilitates payment of fees from client accounts, and assists with back-office functions, record-keeping and client reporting.

Fidelity also offers Abundance business support services, such as complimentary or reduced-rate access to specialty software, research, publications, educational conferences and seminars, practice management resources, consultants, and third-party service providers with which Abundance may contract directly with, sometimes at preferred rates. Fidelity does not charge clients a custody fee, but does make money on commissions and other transaction-related or asset-based fees from client trades executed through Fidelity or settled into Fidelity accounts. Fidelity provides access to certain no-load mutual funds without transaction charges and other no-load funds at nominal transaction charges along with low-cost ETFs which are not always available to retail accounts.

The services offered by Fidelity at no additional cost provide incentive to continue to use and expand the use of Fidelity's services. Abundance has examined this potential conflict of interest and has determined that it is in the best interest to maintain our brokerage and custody relationship with Fidelity. We will continue to monitor the services provided by Fidelity

compared to what is available on the market periodically to make sure that a continued relationship with Fidelity continues to be in the best interest of Abundance clients. Should Abundance determine that we are no longer receiving what we believe to be best execution, based on our qualitative factors, for client accounts, we will transition client accounts to the custodian/broker that we feel provides best execution.

Abundance is independently owned and operated, and has no affiliation with Fidelity.

Abundance also has a custodial relationship with Mission Management & Trust Co. for its captive insurance clients, however, trades are executed through Fidelity.

## Item 13: Review of Accounts

Abundance reviews client accounts on an ongoing basis in accordance with the client's objectives and under any guidelines imposed, continually monitoring the underlying investments in those accounts. More frequent reviews may be triggered by changes in the client's individual circumstances, goals, or investment objectives, in addition to changes in the market, the overall economic outlook, or the political landscape.

Regular reviews of accounts are performed by the Investment Department under the direction of the Investment Committee. The Investment Committee may decide to trigger additional reviews of client accounts based on changing economic conditions resulting in changes to target allocations, or an advisor may trigger additional reviews of specific client accounts based on changing factors unique to the individual client. Abundance does utilize Investment Research Partners, LLC, an unaffiliated registered investment advisor, to participate as a member of the Investment Committee.

Abundance provides clients with annual account statements either through the client portal in Tamarac, or by hard copy of the client elects not to use Tamarac to retrieve the report. In addition, the custodian will provide the client with quarterly statements. Clients should compare the annual report from Abundance with the statements received from the Custodian and notify Abundance if there are any discrepancies.

Abundance advisors meet with clients through a number of means, as frequently as necessary, based on the complexity of each client's situation and needs.

## Item 14: Client Referrals and Other Compensation

While Abundance attracts clients primarily through existing client referrals, we do not reward clients for those introductions through discounted fees, or other special benefits.

Abundance may have certain referral arrangements in place with third parties that refer clients to us. In such cases, the referring party will enter into a written agreement with Abundance, and the referral arrangement will be disclosed to the client. In all cases, the referring party will provide a prospective client with this Firm Brochure and a disclosure of the arrangement. In no case will fees be increased for the client due to referral agreements.

Abundance, its officers, and representatives may receive incentive income in the form of commissions from third-party firms. In addition to monetary compensation, trips and prizes may be awarded to Abundance and its representatives as a result of business written with these outside firms. Compensation earned by Abundance in relation to client assets in addition to the investment management fee charged on those assets creates an inherent conflict of interest. Abundance does not accept income from third party firms where such payments are not customary in the industry. If there is any question as to whether the income is not customary in the industry, it will be reviewed by Compliance personnel to make sure that decisions are being made in the best interest of the clients. Additionally, incentives such as prizes and trips will be reviewed by Compliance personnel prior to acceptance, to make sure that the prizes are not awarded in order to encourage future business. Abundance, at all times, seeks to minimize any conflicts of interest and act in the best interest of the client.

## Item 15: Custody

Abundance is deemed to have custody of client funds, due to our power of attorney and the ability to withdraw advisory fees. We never maintain physical custody of any of our client assets, but will assist you in transferring them to our custodians. Abundance maintains client funds with qualified custodians, or in the case of private investment opportunities, on the books of those partnerships. Abundance, having power of attorney, can transfer funds between accounts, make trades within accounts, or disburse funds out of accounts without written permission of the account owner.

While not a service that Abundance generally offers, advisors may act as trustee, trust protector, or in other decision making roles on client trusts in very limited situations. This gives Abundance custody over those assets. Trust assets that are held at Abundance will be included in our annual custody audit.



Due to Abundance having custody of client accounts, we are required to undergo a surprise custody audit, performed by a third party accounting firm, on an annual basis. This audit takes a sample of client accounts and verifies with the chosen clients, or by auditing the accounts, that the statements that we provide to clients match those of the custodians.

For accounts in which Abundance directly deducts advisor fees, the amounts will be reflected on the statements from the custodian. The amount of the fee for the current month is calculated by Abundance, based on the closing balance of the prior month, and billed in advance. Clients are encouraged to verify that the amount deducted in fees each month is accurate. If a discrepancy is noticed, we request that you notify Abundance immediately.

The custodian will provide account statements directly to the account owner, our client, at least quarterly. Clients should contact Abundance if they believe that there are any errors with regard to an account.

Abundance does not have custody but does have discretionary trading authority over captive insurance client accounts custodied with Mission Management & Trust Co.

## Item 16: Investment Discretion

Clients must sign a Client Service Agreement when establishing an advisory relationship with Abundance. The agreement grants Abundance power of attorney over the assets placed under the management of the firm. Abundance has full investment discretion over the assets under management and maintains the ability to transfer funds between and out of accounts. Because Abundance has discretion over client assets under management, the firm can trade those assets without first requesting permission to do so from the client.

Abundance seeks to keep trading costs to a minimum, so we execute trades when necessary to make adjustments to the holdings when our strategy shifts, harvest tax losses, or rebalance accounts to maintain the proper asset allocation. The firm will also trade accounts when the client adds funds, requires or requests a distribution, or requests that certain securities are purchased or sold.

Clients may add reasonable restrictions on their respective accounts through written instructions or through their advisor with regard to purchasing specific securities, restricting the sale of specific securities, requesting a certain amount be kept in cash or cash equivalents, establishing accounts to be maintained entirely in cash, or establishing individually directed accounts for personal trading over which Abundance does not have discretion.



Abundance does not exercise its investment discretion for clients wishing to invest in private offerings, but will assist the client in making that investment once the client subscribes to that particular offering.

## Item 17: Voting Client Securities

Abundance votes proxies for all client accounts. However, clients may exercise their ability to vote their own proxies, through written instruction to Abundance. Unless a client restricts the firm's ability to vote proxies, Abundance will utilize third party research and proxy voting services to make sure that client proxies are voted and in the best interest of the shareholders. Abundance will maintain records of all proxies voted, and any client instructions received for the required period of time.

For pooled retirement plans in which Abundance serves as a co-fiduciary will have its proxies voted by third party service providers employed by Abundance, unless otherwise reserved by the plan sponsor in the Plan Documents. For participant-directed retirement plans the plan sponsors vote the proxy.

Abundance utilizes a third party service to represent clients who own securities involved in class action lawsuits. Clients may request in writing to opt out of this service as a whole if they wish to file their own claims. Clients may not opt out on a case by case basis unless they are engaged as a lead plaintiff. While there are no upfront charges for this service, the service provider will collect a contingency fee of 20% of the total reimbursement of asset settlements it collects for clients.

A complete copy of Abundance's proxy voting policy along is available upon request. Additionally, clients may request information on how the shares in their respective accounts were voted. This information may be obtained by contacting, Aaron Huey, at [ahuey@abundancellc.com](mailto:ahuey@abundancellc.com) or 800.253.3760.

## Item 18: Financial Information

Abundance is not affected by any financial condition that would reasonably limit or impair its ability to meet its fiduciary and contractual commitment to clients. Abundance has not been the subject of a bankruptcy petition at any time.

ABUNDANCE

# ABUNDANCE

## WEALTH COUNSELORS

### Brochure Supplements

Richard F. DeFluri  
John J. Schaffer  
Aaron R. Krasney

Jamie L. Felker  
Ann L. Mallison

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## Item 1 - Cover Page

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**Richard F. DeFluri**  
*Principal & Wealth Counselor*



*This brochure supplement provides information about Richard DeFluri that supplements the Abundance Wealth Counselors brochure. Please contact Lauren Gretchen if you did not receive Abundance's brochure or if you have any questions about the contents of this supplement.*

## Item 2 - Educational Background & Business Experience

Name: **Richard Frank DeFluri**

Born: **1950**

Post-Secondary Education:

**Bachelor of Science: Business Administration**, The Pennsylvania State University, 1974  
PA Life, Accident & Health Insurance Licensed, 1976

Professional Designations:

Certified Investment Management Consultant<sup>2</sup> (CIMC), 2007  
Accredited Investment Fiduciary<sup>1</sup> (AIF), 2006  
Registered Financial Consultant<sup>3</sup> (RFC), 1997

Business Background:

**2001 – Present:** Abundance Wealth Counselors: Principal & Wealth Counselor  
**2014 – Present:** Abundance Equity Partners: Managing Member  
**2013 – Present:** Urban Storage Fund, LP: Managing Member  
**2012 – Present:** Sherwood, LP: General Partner (non-controlling)  
**2011 – Present:** Village at Canterbury, LP: General Partner (non-controlling)  
**2003 – Present:** Abundance Risk Management: Managing Member  
**2006 – 2013:** Abundance Medical Consulting: Managing Member  
**2001 – 2006:** All Seasons Storage Fund: General Partner  
**1987 – Present:** Thoroughbred Aviation: President  
**1974 – Present:** Richard F DeFluri, LTD: President

## Item 3 - Disciplinary Information

Richard DeFluri has no history of disciplinary events.

## Item 4 - Other Business Activities

**Licensed Insurance Agent:** May receive separate, yet customary commissions from multiple firms for the sale of insurance products to clients of Abundance. The receipt of compensation creates an inherent conflict of interest as he has incentive to recommend insurance products based on compensation received in commissions as opposed to what is best suited for the client

### **Founder and Managing Member:**

**Abundance Risk Management:** Established to receive and distribute revenues from the sale of life, disability, and long-term care lines of insurance by associated persons of Abundance who are licensed to sell such products

**Richard F. DeFluri, Ltd.:** Established for insurance activities prior to the formation of Abundance Risk Management. Currently, all insurance business is run through Abundance Risk Management, and the sole purpose of this entity is to receive trailing commissions.

**Abundance Equity Partners:** Established to receive and distribute income generated from General Partner fees and distributions for which related persons of Abundance serve as part of a general partner in private investment offerings.

**General Partner, Private Investment Partnerships:** Serves as part of a general partner in various investment partnerships formed for the purpose of acquiring and developing real estate. Limited partnership shares of these partnerships are offered to clients of Abundance when appropriate. This presents an inherent conflict of interest as Richard DeFluri may benefit personally from client investment into such partnerships. Conflicts of interest are specifically disclosed in the offering documents provided to investors.

**Thoroughbred Aviation:** Established for the purpose of owning and leasing private aircraft.

Richard DeFluri devotes less than 30% of his time to outside business activities.

## Item 5 - Additional Compensation

Richard DeFluri may receive compensation and awards through Abundance Risk Management as a result of recommendations and sales of insurance products and may also receive compensation as part of a general partner in investment opportunities offered to clients.

## Item 6 - Supervision

Richard DeFluri is supervised by the Chief Compliance Officer, Lauren Gretchen, along with the Leadership Committee, according to the policies and procedures implemented by the firm. Lauren Gretchen may be reached at 410.995.9041.

## Item 1 - Cover Page

Abundance Wealth Counselors  
232 Regent Court  
State College, PA 16801  
800.253.3760

**Jamie L. Felker**  
*Chief Executive Officer &  
Wealth Counselor*



*This brochure supplement provides information about Jamie Felker that supplements the Abundance Wealth Counselors brochure. Please contact Lauren Gretchen if you did not receive Abundance's brochure or if you have any questions about the contents of this supplement*

## Item 2 - Educational Background & Business Experience

Name: **Jamie Lee Felker**

Born: **1971**

### Post-Secondary Education:

**Masters of Arts, Organizational Management**, University of Phoenix, 2000  
**Bachelor of Science, Business Administration**, Robert Morris University, 1995  
**Associate of Science, Aviation**, Community College of Beaver County, 1992

### Professional Designations:

**Accredited Investment Fiduciary<sup>1</sup> (AIF)**, 2006  
**PA Life, Accident and Health Insurance Licensed**, 2019

### Business Background:

**2012 - Present:** Abundance Wealth Counselors: Chief Executive Officer & Wealth Counselor  
**2005 - 2011:** Abundance Wealth Counselors: Chief Operating Officer & Compliance  
**2003 - 2005:** Merrill Lynch: Vice President  
**2001 - 2003:** Merrill Lynch: Assistant Vice President  
**2000 - 2001:** Merrill Lynch: Six Sigma Black Belt  
**1995 - 2000:** Merrill Lynch: Manager Supervisor & Quality Integration Analysis

## Item 3 - Disciplinary Information

Jamie Felker has no history of disciplinary events

## Item 4 - Other Business Activities

**Licensed Insurance Agent:** Jamie Felker may receive separate, yet customary commissions from multiple firms for the sale of insurance products to clients of Abundance. The receipt of compensation creates an inherent conflict of interest as he has incentive to recommend insurance products based on compensation received in commissions as opposed to what is best suited for the client

## Item 5 - Additional Compensation

Jamie Felker may receive compensation and awards through Abundance Risk Management as a result of recommendations and sales of insurance products and may also receive compensation as a general partner in investment opportunities offered to clients.

## Item 6 - Supervision

Jamie Felker is supervised by the Chief Compliance Officer, Lauren Gretchen, according to the policies and procedures implemented by the firm. Lauren Gretchen may be reached at 410.995.9041.

## Item 1 - Cover Page

Abundance Wealth Counselors  
232 Regent Court  
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800.253.3760

**John J. Schaffer**  
*Wealth Counselor*



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## Item 2 - Educational Background & Business Experience

Name: **John James Schaffer**

Born: **1984**

Post-Secondary Education:

**Juris Doctor**, The Pennsylvania State University, 2012

**Masters of Business Administration**, The Pennsylvania State University, 2012

**Bachelor of Science, Business Marketing**, The Pennsylvania State University, 2006

Professional Designations:

Certified Private Wealth Advisor<sup>4</sup>

Business Background:

**2019 - Present:** Abundance Wealth Counselors: Wealth Counselor

**2014 - 2019:** Abundance Wealth Counselors: Chief Compliance Officer & Wealth Counselor

**2013 - 2014:** Abundance Wealth Counselors: Compliance Officer

**2012 - 2013:** Hunt Law: Associate Attorney

**2006 - 2007:** JPI Construction Services: Assistant Superintendent

## Item 3 - Disciplinary Information

John Schaffer has no history of disciplinary events



## Item 4 - Other Business Activities

**Attorney:** As an active Pennsylvania attorney John Schaffer may, through his outside law firm, provide legal services for both clients of Abundance and non-clients outside of his capacity with Abundance Wealth Counselors. Clients may be referred to John for legal services in exchange for attorney fees. John may also refer clients to outside attorneys, for which he may receive a referral fee. This presents a conflict of interest, which will always be disclosed prior to a client retaining an attorney.

## Item 5 - Additional Compensation

John Schaffer may receive additional compensation in the form of attorney fees and referral fees related to referrals to outside attorneys for client legal services.

## Item 6 - Supervision

John Schaffer is supervised by the Chief Compliance Officer, Lauren Gretchen, according to the policies and procedures implemented by the firm. Lauren Gretchen may be reached at 410.995.9041.

## Item 1 - Cover Page

Abundance Wealth Counselors  
232 Regent Court  
State College, PA 16801  
800.253.3760

**Ann L. Mallison**  
*Wealth Counselor*



*This brochure supplement provides information about Ann Mallison that supplements the Abundance Wealth Counselors brochure. Please contact Lauren Gretchen if you did not receive Abundance's brochure or if you have any questions about the contents of this supplement.*

## Item 2 - Educational Background & Business Experience

Name: **Ann Leslie Mallison** Born: **1976**

### Post-Secondary Education:

**Juris Doctor**, The Pennsylvania State University, 2019  
**Bachelor of Science in Business Administration**, Villanova University, 1998  
**Masters of Business Administration**, The Pennsylvania State University, 2001  
**Certificate in Social Media Marketing**, Rutgers Center for Management Development, 2011

### Professional Designations:

Ann Mallison has no professional designations to disclose.

### Business Background:

**November 2019 - Present:** Abundance Wealth Counselors: Wealth Counselor  
**September 2019 – October 2019:** The Pennsylvania State University: Interim Dir. Of Student Services  
**March 2019 – June 2019:** The Pennsylvania State University: International Agreements Specialist  
**May 2018 – August 2018:** The Pennsylvania State University: Research Assistant  
**January 2018- May 2018:** The Pennsylvania State University: Office of General Counsel Extern  
**May 2017 – July 2017:** The Pennsylvania State University: Entrepreneur Assistance Clinic Intern  
**July 2015 – July 2016:** The Pennsylvania State University: Director of MBA Student Services

## Item 3 - Disciplinary Information

Ann Mallison has no history of disciplinary events.

## Item 4 - Other Business Activities

Ann Mallison is not engaged in any other business activities.

## Item 5 - Additional Compensation

Ann Mallison does not receive any additional compensation.

## Item 6 - Supervision

Ann Mallison is supervised by the Chief Compliance Officer, Lauren Gretchen, according to the policies and procedures implemented by the firm. Lauren Gretchen may be reached at 410.995.9041.

## Item 1 - Cover Page

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800.253.3760

**Aaron R. Krasney**  
*Wealth Counselor*



*This brochure supplement provides information about Aaron Krasney that supplements the Abundance Wealth Counselors brochure. Please contact Lauren Gretchen if you did not receive Abundance's brochure or if you have any questions about the contents of this supplement.*

## Item 2 - Educational Background & Business Experience

Name: **Aaron Ross Krasney**

Born: **1991**

Post-Secondary Education:

**Bachelor of Arts in Journalism & Mass Communication**, George Washington University, 2013

Professional Designations:

**Certified Financial Planner<sup>5</sup> (CFP<sup>®</sup>)**, 2019

**PA Life, Accident & Health Insurance Licensed**, 2019

Business Background:

**August 2020 - Present:** Abundance Wealth Counselors: **Wealth Counselor**

**August 2019 – March 2020:** Taylor Retirement Services: **Financial Advisor**

**August 2017 – August 2019:** Tobias Financial Advisors: **Associate Financial Advisor**

**September 2016 – July 2017:** Rappy's: **Waiter**

**September 2014 – September 2016:** Guidepoint: **Research Manager**

## Item 3 - Disciplinary Information

Aaron Krasney has no history of disciplinary events.

## Item 4 - Other Business Activities

**Licensed Insurance Agent:** Aaron Krasney may receive separate, yet customary commissions from multiple firms for the sale of insurance products to clients of Abundance. The receipt of compensation creates an inherent conflict of interest as he has incentive to recommend

insurance products based on compensation received in commissions as opposed to what is best suited for the client.

## Item 5 - Additional Compensation

Aaron Krasney may receive compensation and awards through Abundance Risk Management as a result of recommendations and sales of insurance products and may also receive compensation as a general partner in investment opportunities offered to clients.

## Item 6 - Supervision

Aaron Krasney is supervised by the Chief Compliance Officer, Lauren Gretchen, according to the policies and procedures implemented by the firm. Lauren Gretchen may be reached at 410.995.9041.

## Description of Designations

### <sup>1</sup>Accredited Investment Fiduciary (AIF):

The Accredited Investment Fiduciary (AIF) certification signifies that an individual has a thorough knowledge of and ability to apply the fiduciary practices. To obtain the AIF certification, candidates must complete a training curriculum and then pass an examination. AIF designees are required to adhere to a strict Code of Ethics. In order to maintain and AIF license, designees must complete 6 hours of continuing professional education each year.

### <sup>2</sup>Certified Investment Management Consultant (CIMC):

This designation was issued by the Investment Management Consultants Association. As of December 2003, the CIMC designation is no longer issued. When the designation was issued, its content focused on investment consulting. Current CIMC designees can maintain the designation and are required to adhere to the Institute's Code of Professional Responsibility, Rules and Guidelines for Use of the Marks, and have an acceptable regulatory history as evidenced by FINRA Form U-4 or other regulatory requirements. CIMC designees must report 40 hours of continuing education credits, including two ethics hours, every two years to maintain the designation.

### <sup>3</sup>Registered Financial Consultant (RFC):

The Registered Financial Consultant designation is issued by the International Association of Register Financial Consultants. Candidates must have at least three years of full-time experience as a financial planning practitioner in the field of financial planning or financial services, the required licensing to engage in the financial planning profession, and a sound record of business integrity with no suspension or revocation of any professional designations or licenses. There is no examination for the designation, but individuals must complete 40 hours of continuing education every two years.

### <sup>4</sup>Certified Private Wealth Advisor (CPWA):

The CPWA designation signifies that an individual has met initial and on-going experience, ethical, education, and examination requirements for the professional designation, which is centered on private wealth management topics and strategies for high-net-worth clients. Prerequisites for the CPWA designation are: a Bachelor's degree from an accredited college or university or one of the following designations or licenses: CIMA®, CIMC®, CFA®, CFP®, ChFC®, or CPA license; have an acceptable regulatory history as evidenced by FINRA Form U-4 or other regulatory requirements and five years of experience in financial services or delivering services to high-net-worth clients. CPWA designees have completed a rigorous educational process that

includes executive education requirements and successful completion of a comprehensive examination. CPWA designees are required to adhere to the Investments & Wealth Institute Code of Professional Responsibility and Rules and Guidelines for Use of the Marks. CPWA designees must report 40 hours of continuing education credits, including two ethics hours, every two years to maintain the certification. The designation is administered through the Investments & Wealth Institute.

## <sup>5</sup>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 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.