

Item 1 Cover Page for Part 2B of Form ADV - Firm Brochure

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For

Tara Tussing Unverzagt (CRD# 2630060)

President, Lead Advisor, and Chief Compliance Officer

This brochure supplement provides information about Tara Tussing Unverzagt that supplements the South Bay Financial Partners ADV Part 2A brochure. A copy of that brochure precedes this supplement. Please contact Tara Tussing Unverzagt if ADV Part 2A brochure is not included with this supplement or if you have any questions about the contents of this supplement.

Additional information about Tara Tussing Unverzagt is available on the SEC's website at www.adviserinfo.sec.gov which can be found using the identification number [Individual CRD# 2630060].

Item 2 Educational Background and Business Experience

A. Tara Tussing Unverzagt was born in 1963.

B. Educational Background

- Bachelor's Degree, Computer Science and Systems, Purdue University
- Masters of Business Administration, Pepperdine University

C. Business Experience

- January 2015 – Present, South Bay Financial Partners, President, Lead Advisor, and Chief Compliance Officer
- May 1992 – January 2015 – Albanese, Hemsley & Tussing, Financial Planner
- January 1986 – May 1992 – Locus Computing Corporation, Manager

D. Professional Designations, Licensing, and Exams

- **CFP (Certified Financial Planner) ®:**

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 several other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 71,000 individuals have obtained CFP® certification in the United States.

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

- Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board's studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor's Degree from a regionally accredited United States college or university (or its

equivalent from a foreign university). CFP Board's financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;

- Examination – Pass the comprehensive CFP® Certification Examination. The examination includes case studies and client scenarios designed to test one's ability to correctly diagnose financial planning issues and apply one's knowledge of financial planning to real-world circumstances;
- Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- Ethics – Agree to be bound by CFP Board's *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.
- Individuals who become certified must complete the following ongoing education and ethics requirements 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.

- **Certified Financial Therapist Level I (CFT Lvl I):**

CFT-I™ designation is a certification for both financial and mental health professionals, developed and administered by the Financial Therapy Association.

Our Education Video Series provides interested professionals with the foundational financial therapy knowledge required to complete the Certified Financial Therapist-ITM (CFT-I™) certification.

To earn the CFT-I™ designation, individuals must meet specific educational and experience requirements across the areas of:

1. financial therapy,
2. financial planning and financial counseling, and
3. therapeutic competencies.

Applicants must adhere to the FTA Standards of Practice and a Code of Ethics, including a fiduciary standard and acceptable forms of compensation, a requirement to avoid product sales, and various other standards of care to prevent potential abuse of relationships.

There are three planned levels of the certification; Level I is foundational and provides the knowledge and skills to compliment the learner's discipline.

To attain the right to use the CFT Lvl I mark, an individual must satisfactorily fulfill the following requirements:

- Education – Applicants are required to have a bachelor's degree or higher in a finance related field or mental health related field, or a Bachelors degree in any other field plus hold the CFP or AFC designation, or submit for a special review.

All candidates must acquire the necessary competency in the Financial Therapy competency areas via FTA's educational video series, as well as additional self-study. Additionally, candidates for the CFT-I™ certification must acquire competency in the Financial and Mental Health competency areas through a process of self-study based on their own experience and competency level with those areas. The self-study process for the CFT-I™ certification begins prior to applicants being approved for candidacy status. Additionally, individuals may choose to purchase the FTA educational video series without entering into candidacy status. Individuals may begin the process of self-study at any time by reviewing the FTA's CFT-I™ Resource Guide and the CFT-I Resource Guide and the CFT-I Competency Training Outline and purchasing the FTA educational video series.

- Examination –Applicants must successfully pass a comprehensive CFT-I™ certification exam after completing all necessary competency training and self-study. The CFT-I™ certification exam will consist of 100 multiple-choice questions and will be available via an online platform. The exam will have a 2-hour time limit. CFT-I™ candidates are granted access to the exam once they have been approved as candidates and payment for the exam is received.

- Experience –

Part 1: The CFT-I™ experience requirement consists of a total of 500 hours*, 250 of which must be direct client service hours** (paid or volunteer is acceptable).

The remaining 250 hours can be earned through alternative experience,

which includes: Additional direct client experience, professional presentations, teaching, peer-reviewed research, or writing financial plans or conducting financial analyses.

Part 2: Applicants will have a letter of reference from a supervisor, peer or client submitted on their behalf attesting to their fulfillment of the experience requirement, as well as their skills and character.

Part 3: Applicants will also submit a summary narrative of how CFT-I™ education and financial therapy knowledge has impacted their thinking and/or work in their home discipline (a minimum of 1000 words, up to a maximum of 1500 words).

- Ethics – Applicants must sign an agreement for adherence to the FTA Standards of Practice and Code of Ethics. This agreement includes adhering to a Fiduciary standard and avoiding all potential abuses of the Financial Therapist and client relationship for all CFT-I™ candidates and CFT-I™ practitioners. The FTA Standards of Practice and Code of Ethics includes acceptable forms of compensation, a requirement to avoid product sales, and various other standards of care.
- Continuing Education – Once certified, financial therapists must complete continuing education to maintain their certification. CFT-I™ Practitioners are required to submit 20 hours of continuing education each bi-annual period after initial certification. The initial renewal cycle is prorated based on when a practitioner earns their CFT-I™ designation. Continuing education hours must fulfill the following minimums: 8 hours in Financial Therapy (minimum of 2 hours in FTA Ethics), 6 hours in Finance, 6 hours in Mental Health. Hours can be submitted from various sources, including hours used for continuing education requirements for a practitioner's home discipline (i.e. CFP Board, AFCPE, AAMFT). Hours can also be earned from completing peer-reviewed research, publishing and attending educational events sponsored by FTA.

- **Registered Tax Return Preparer (RTRP):**

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

- Education – A 60-hour qualifying education course from a CTEC approved provider.
- Examination – Exams are taken in the qualifying education course above and passing rates are required in order to pass.

- Ethics – Required to adhere to the ethical standards set out by the Department of Treasury’s Circular 230, which can be found on the IRS website.
- Continuing Education – Required to complete 15 hours of continuing education courses each year and renewing of PTIN annually.

Item 3 Disciplinary Information

No management person at South Bay Financial Partners has ever been involved in an arbitration claim of any kind or been found liable in a civil, self-regulatory organization, or administrative proceeding.

Item 4 Other Business Activities

Tara Tussing Unverzagt is not involved with outside business activities.

Item 5 Additional Compensation

Tara Tussing Unverzagt does not receive any economic benefit from any person, company, or organization, in exchange for providing clients advisory services through (FIRM ABV).

Item 6 Supervision

Tara Tussing Unverzagt, as President, Lead Advisor, and Chief Compliance Officer of South Bay Financial Partners, is responsible for supervision. She may be contacted at the phone number on this brochure supplement.