

Item 1 – Cover Page

Cypress Financial Planning, LLC  
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Cherry Hill, NJ 08034  
(856) 720-0029 (ph)  
(856) 432-1522 (fax)  
[www.cypressplanning.com](http://www.cypressplanning.com)

February 3, 2021

This Brochure provides information about the qualifications and business practices of Cypress Financial Planning. If you have any questions about the contents of this Brochure, please contact us at (856) 720-0029. 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.

Cypress Financial Planning is a registered investment advisor. Registration of an Investment Advisor does not imply any level of skill or training. The oral and written communications of an Advisor provide you with information about which you determine to hire or retain an Advisor.

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

## **Item 2 – Material Changes**

Since the last annual update of this form, the following material changes have taken place:

Part 2B Brochure Supplement was modified to reflect the addition of Kurt Ruoff as an Investment Adviser with Cypress Financial Planning.

Cypress Financial Planning will further provide you with a new Brochure as necessary based on changes or new information, at any time, without charge.

Currently, the Brochure may be requested by contacting Jeffrey Jones, Principal at (856) 720-0029 or [jeff.jones@cypressplanning.com](mailto:jeff.jones@cypressplanning.com).

Additional information about Cypress Financial Planning is also available via the SEC's web site [www.advisorinfo.sec.gov](http://www.advisorinfo.sec.gov). The SEC web site also provides information about any persons affiliated with Cypress Financial Planning who are registered, or are required to be registered, as investment advisor representatives of Cypress Financial Planning.

### Item 3 -Table of Contents

Item 1 – Cover Page.....	i
Item 2 – Material Changes .....	ii
Item 3 – Table of Contents.....	iii
Item 4 – Advisory Business.....	1
Item 5 – Fees and Compensation .....	2
Item 6 – Performance-Based Fees and Side-By-Side Management .....	3
Item 7 – Types of Clients.....	3
Item 8 – Methods of Analysis, Investment Strategies and Risk of Loss.....	3
Item 9 – Disciplinary Information .....	4
Item 10 – Other Financial Industry Activities and Affiliations .....	4
Item 11 – Code of Ethics .....	5
Item 12 – Brokerage Practices .....	5
Item 13 – Review of Accounts .....	6
Item 14 – Client Referrals and Other Compensation.....	7
Item 15 – Custody .....	7
Item 16 – Investment Discretion.....	7
Item 17 – Voting Client Securities.....	8
Item 18 – Financial Information.....	8
Item 19 – Requirements for State-Registered Advisors .....	8
Brochure Supplement(s)	

#### **Item 4 – Advisory Business**

Cypress Financial Planning (herein referred to as “FIRM”) has been in business since January 2009. Its principal owner is Jeffrey R. Jones. Its minority owners are Benjamin J. Pitts and Evan Powers.

FIRM is in the business of financial planning and asset management.

Clients are first interviewed to gain an understanding of their life goals and personal circumstances. Next, their complete financial situation, both current and expected future, is thoroughly analyzed. With this information, advisors model scenarios, run simulations, and use in-depth knowledge of financial products, regulations, and the economy to determine the likelihood of achieving these goals as well as the proper financial decisions today to maximize the probability of realization. Recommendations are then presented to the client and an execution strategy is mutually decided. Finally, assistance is provided for execution and meetings occur periodically to review life changes, monitor investment performance, and adjust the financial roadmap as necessary.

Advisory services are tailored to the individual needs of each client. This is accomplished through an extensive interview and information gathering process regarding the client’s overall financial situation and future life goals. At any time, clients may disclose to the advisor any specific requests regarding the inclusion or exclusion of certain investment strategies or types of securities.

All of our financial advisors are fee-only fiduciaries who exercise his or her best efforts to act in good faith and in the best interest of the client. To this end, we offer a holistic approach to your finances including retirement planning, tax planning, insurance planning, education planning, business ownership concerns, intergenerational support, and estate management solutions.

As of December 31, 2020, the amount of client assets managed on a discretionary basis is \$113,871,184 and the amount of client assets managed on a non-discretionary basis is \$84,751,394.

FIRM provides educational seminars that are open to the public or tailored for a specific organization or corporation. These seminars are available to both current clients and non-clients and include topics such as college financing strategies, retirement planning, and other personal finance or investment-related topics.

FIRM also publishes newsletters that are transmitted to both current clients and non-clients. These publications contain articles related to personal finance and economic topics.

FIRM provides Retirement Plan Advisory Services. Our IARs may offer consulting and advisory services for employer sponsored retirement plans in accordance with the Employee Retirement Income Security Act (“ERISA”). These services are provided on a nondiscretionary basis and the retirement plan sponsor retains full discretionary authority over the assets of the retirement plan. When delivering ERISA fiduciary services, FIRM will perform those services for the retirement plan as a fiduciary under ERISA Section 3(21)(A)(ii) and will act in good faith and with the degree of diligence, care, and skill that a prudent person rendering similar services would exercise under similar circumstances. When providing any ERISA fiduciary services, FIRM will solely be making recommendations to the retirement plan sponsor and the retirement plan sponsor retains full discretionary authority or control over assets of the plan.

These services which may be provided are generally set forth below.

##### **Fiduciary Services**

- Recommendations to establish or revise the plan’s Investment Policy Statement
- Recommendations to select and monitor the designated investment alternatives

- Recommendations to select and monitor qualified default investment alternatives
- Recommendations to allocate and rebalance model asset allocation portfolios
- Recommendations to select and monitor investment managers

#### **Non-Fiduciary Services**

- Assist plan fiduciaries with vendor management (service provider review)
- Assistance with plan fiduciary governance and committee structure
- Determining plan objectives and strategy
- Reviewing and conducting participant education and communication
- Developing and maintaining a fiduciary audit file

While providing retirement plan services, IARs may establish client relationships with participants of the Plan outside of the scope of retirement plan services. Such relationships may have existed prior to a retirement plan service agreement and relationships may develop subsequent to a retirement plan services agreement in various ways. If IAR provides advisory services outside of the scope of the advisory agreement with a participant, it may be necessary for that participant to execute an advisory agreement on an individual basis with IAR. IAR will not use his position as Plan fiduciary to solicit such relationships. Furthermore, IAR will not encourage Plan participants to conduct “rollovers” or to take any other action that will negatively affect Plan or Plan participants or increase compensation to IAR or FIRM. Separate Plan and Participant relationship agreements will dictate terms of participant relationships.

#### **Item 5 – Fees and Compensation**

The specific manner in which fees are charged by FIRM is established in a client’s written agreement with FIRM. FIRM provides both comprehensive financial planning as well as Investment Management for a single, combined fee. This fee is based upon the assets under management and is billed quarterly according to the following schedule:

##### **Annual Fee Schedule**

The amount up to \$250,000 .....	1.00%
The portion from \$250,001 to \$1,000,000 .....	0.75%
The portion from \$1,000,001 to \$2,500,000.....	0.50%
\$2,500,001 and up.....	0.40%

For instances when a client does not have significant assets to be managed, the client is charged a minimum annual fee ranging from \$1,000 to \$2,500 in place of the schedule indicated above. Fees are subject to negotiation in certain circumstances.

FIRM’s quarterly asset-based fee is based upon the market value of the assets on the last day of the previous quarter. The FIRM may bill fees quarterly in advance, or in arrears, subject to the specific Cypress Client Agreement. Fees will be debited directly from the client account or paid via check. The client may choose his/her preferred method of payment. The fee will be calculated and billed at the end of every calendar quarter. FIRM will send a bill to the custodian indicating only the amount of the fee to be paid by the custodian. Also, FIRM receives authorization of the fee paying arrangement and the custodian’s obligation to send out custodial statements to the client no less frequently than quarterly showing the fees debited from his/her account. FIRM will send invoices to its client(s) who elect to pay by check or do not maintain account with the broker/dealer partnering with FIRM.

FIRM’s fees are exclusive of brokerage commissions, transaction fees, and other related costs and expenses which shall be incurred by the client. Clients may incur certain charges imposed by custodians, brokers, third

party investment, and other third parties such as fees charged by managers, custodial fees, deferred sales charges, transfer taxes, wire transfer and electronic fund fees, and other fees and taxes on brokerage accounts and securities transactions. Mutual funds and exchange traded funds also charge internal management fees, which are disclosed in a fund's prospectus. Such charges, fees, and commissions are exclusive of and in addition to FIRM's fee, and FIRM shall not receive any portion of these commissions, fees, and costs.

Accounts initiated or terminated during a calendar quarter will be charged a prorated fee. Upon termination of any account, any earned, unpaid fees will be due and payable, or any unearned fees will be returned to the client.

Neither FIRM nor its advisors accept compensation for the sale of securities, other investment products, insurance products, mortgage, and banking products. Neither FIRM nor its advisors accept compensation for the referral of business to any other professional, including mortgage brokers, accountants, attorneys, or insurance agents. This practice would present a conflict of interest in which FIRM would be given an incentive to recommend products or services based on the compensation received, rather than on a client's needs. By providing services on a fee-only basis, FIRM avoids these conflicts. Additionally, any investment products that are recommended may be purchased through other broker/dealers not affiliated with FIRM.

Item 12 further describes the factors that FIRM considers in selecting or recommending broker-dealers for client transactions and determining the reasonableness of their compensation (*e.g.*, commissions).

The educational seminars and newsletters that FIRM provides to both current clients and non-clients are offered free of charge.

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

FIRM does not base fees on a share of the capital gains or capital appreciation of the funds in a client's account, also known as *performance-based* fees. We choose not to use a performance-based fee structure because of the potential conflict of interest it may create. Performance-based compensation can pose an incentive for an advisor to recommend an investment that may carry a higher degree of risk to the client in order to potentially earn higher fees.

FIRM does not engage in side-by-side management, which refers to an advisor simultaneously managing accounts that do pay performance-based fees (typically hedge funds) and those that do not. This can create potential conflicts of interest

#### **Item 7 – Types of Clients**

FIRM provides comprehensive financial planning and portfolio management services to individuals, families, businesses, corporate pension and profit-sharing plans, charitable institutions, foundations, endowments, and trust programs.

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

FIRM utilizes multiple strategies and techniques when constructing investment portfolios for clients. The following is a list of the primary strategies utilized:

1. Modern Portfolio Theory - A theory on how risk-averse investors can construct portfolios to optimize or maximize expected return based on a given level of market risk, emphasizing that risk is an

inherent part of higher reward. Risks inherent with modern portfolio theory include future characteristics of asset classes, including return, standard deviation and correlation, deviating from historical data. Risks also include multiple asset classes suffering declines simultaneously.

2. Fundamental Analysis - A method of evaluating a security that entails attempting to measure its intrinsic value by examining related economic, financial, and other qualitative and quantitative factors. Fundamental analysts attempt to study macroeconomic factors like the overall economy and industry conditions. Risks inherent with fundamental analysis include unforeseen events impacting security prices. Risks also include security prices behaving in a manner different from what one would expect as a result of the fundamental analysis.
3. Technical Analysis - A method of evaluating securities by analyzing statistics generated by market activity, such as past prices and volume. Risks inherent with technical analysis include the fact that past performance does not predict future results.

Investing in securities involves risk of loss that clients should be prepared to bear.

FIRM frequently recommends to clients investment products called exchange-traded funds. Like a mutual fund, an exchange-traded fund pools the money of many investors and purchases a group of securities. Recommended ETFs are passively managed, meaning the funds attempt to replicate the performance of a specific index rather than having a portfolio manager use his or her judgment to select specific stocks, bonds or other securities to buy and sell. Unlike mutual funds, ETFs are priced throughout the day and trade like a stock. ETFs typically are subject to brokerage commissions which may be waived by certain brokerage institutions.

## **Item 9 – Disciplinary Information**

Registered investment advisors are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of FIRM or the integrity of FIRM's management. FIRM has no information applicable to this Item.

## **Item 10 – Other Financial Industry Activities and Affiliations**

FIRM is not registered as a broker/dealer and none of its advisors are a registered representative of a broker/dealer.

No advisors of FIRM are registered as futures commission merchants, commodity pool operators, or commodity trading advisors.

FIRM maintains a partnership with the broker/dealer TD Ameritrade, Inc. This relationship is discussed in more detail in Item 12. FIRM maintains working relationships with numerous accounting firms, law firms, insurance agencies, and banking/mortgage institutions. These relationships are in place to help the client execute recommendations provided by the advisor. Clients are able to utilize a professional advisor of their choice and need not utilize an advisor recommended by FIRM.

The individual owners of FIRM also have individual ownership stakes in MyFinancialAnswers LLC. (herein referred to as "MFA"). MFA is a financial planning technology and services company whose primary customer base are employers choosing to offer MFA's platform to their employees as a financial wellness benefit. These advisors sometimes serve in the investment advisory and financial planning capacity to users of the web-based MFA tool. Additionally, FIRM has a license to use MFA's web-based tool in construction of financial

plans for FIRM's clients. There is no revenue sharing agreement between FIRM or MFA. There is no conflict of interest material to any current or potential client of FIRM or MFA.

### **Item 11 – Code of Ethics**

FIRM has adopted a Code of Ethics for all supervised persons of the firm describing its high standard of business conduct and fiduciary duty to its clients. The Code of Ethics includes provisions relating to the confidentiality of client information. All supervised persons at FIRM must acknowledge the terms of the Code of Ethics annually, or as amended.

The Advisers Act imposes a fiduciary duty on investment advisers. As fiduciaries, we have a duty of utmost good faith to act solely in the best interests of each of our clients. Our fiduciary duty compels all employees to act with the utmost integrity in all of our dealings. This fiduciary duty is the core principle underlying our Code of Ethics, and it represents the expected basis of all of our dealings with our clients.

FIRM anticipates that, in appropriate circumstances, consistent with clients' investment objectives, it will cause accounts over which FIRM has management authority to effect, and will recommend to investment advisory clients or prospective clients, the purchase or sale of securities in which FIRM, its affiliates and/or clients, directly or indirectly, have a position of interest. FIRM's employees and persons associated with FIRM are required to follow FIRM's Code of Ethics. Subject to satisfying this policy and applicable laws, officers, directors, and employees of FIRM and its affiliates may trade for their own accounts in securities which are recommended to and/or purchased for FIRM's clients. The Code of Ethics is designed to assure that the personal securities transactions, activities and interests of the employees of FIRM will not interfere with (i) making decisions in the best interest of advisory clients and (ii) implementing such decisions while, at the same time, allowing employees to invest for their own accounts. Nonetheless, because the Code of Ethics in some circumstances would permit employees to invest in the same securities as clients, there is a possibility that employees might benefit from market activity by a client in a security held by an employee. Employee trading is continually monitored under the Code of Ethics, in order to reasonably prevent conflicts of interest between FIRM and its clients.

FIRM's clients or prospective clients may request a copy of the firm's Code of Ethics by contacting Jeffrey Jones at (856) 720-0029.

It is FIRM's policy that the firm will not effect any principal or agency cross securities transactions for client accounts. FIRM will also not cross trades between client accounts. Principal transactions are generally defined as transactions where an advisor, acting as principal for its own account or the account of an affiliated broker-dealer, buys from or sells any security to any advisory client. A principal transaction may also be deemed to have occurred if a security is crossed between an affiliated hedge fund and another client account. An agency cross transaction is defined as a transaction where a person acts as an investment advisor in relation to a transaction in which the investment advisor, or any person controlled by or under common control with the investment advisor, acts as broker for both the advisory client and for another person on the other side of the transaction. Agency cross transactions may arise where an advisor is dually registered as a broker-dealer or has an affiliated broker-dealer.

### **Item 12 – Brokerage Practices**

Factors which FIRM considers in recommending TD Ameritrade, Inc. (herein collectively referred to as "Custodian") to clients includes their respective financial strength, reputation, execution, pricing, research, and service. Custodian enables clients to obtain many mutual funds without transaction charges and other



securities at nominal transaction charges. The commissions and/or transaction fees charged by Custodian may be higher or lower than those charged by other custodians.

FIRM receives access to third-party research and technology services through its partnership with Custodian. FIRM does not pay for this research; it is provided as an incentive to direct client to maintain their accounts with the Custodian. Custodian is compensated through brokerage commissions paid by the client, which indirectly benefit FIRM because it then receives free research access and technology services. This may give FIRM an incentive to select or recommend a Custodian based on FIRM's interest in receiving the research or technology, rather than on its clients' interest in receiving most favorable execution. The benefit of third-party research and technology services gained by FIRM is used to service all client accounts, not just those who pay for the benefits. No attempt is made to allocate this benefit proportionately to clients who generate revenue for the Custodian.

Third party research received from the Custodian includes analyst reports from Morningstar and S&P Global. These reports aid in the investment decision-making process for clients as well as employees of FIRM. In addition, the partnership with Custodian allows FIRM to more efficiently operate its investment management business. Custodian allows advisors of FIRM to have complete access through the internet to all client accounts who have signed Advisor authorizations. Additionally, FIRM is able to deduct fees directly from client accounts, assisting in the operational efficiency of the firm.

FIRM does not receive client referrals from Custodian due to its mutual partnership and therefore this does not present a conflict of interest whereby FIRM would have been incentivized to direct clients to open accounts to any particular custodian.

FIRM will allow clients to direct brokerage; however, FIRM may recommend custodians. FIRM may be unable to achieve most favorable execution of client transactions if clients choose to direct brokerage. This may cost clients money because without the ability to direct brokerage FIRM may not be able to aggregate orders to reduce transactions costs resulting in higher brokerage commissions and less favorable prices. Not all investment advisors allow their clients to direct brokerage.

Transactions for each client generally will be effected independently, unless FIRM decides to purchase or sell the same securities for several clients at approximately the same time. FIRM may (but is not obligated to) combine such orders to obtain best execution, to negotiate more favorable commission rates, or to allocate equitably among the FIRM's clients differences in prices and commissions or other transaction costs that might have been obtained had such orders been placed independently. Under this procedure, transactions will generally be averaged as to price and allocated among the FIRM's clients pro rata to the purchase and sale orders placed for each client on any given day.

### **Item 13 – Review of Accounts**

FIRM monitors client portfolios as part of an ongoing process with regular account reviews conducted on at least a quarterly basis. While individual Financial Advisors are reviewing individual client portfolios, investment philosophy and the underlying mix of asset classes are reviewed and set by the Principals of the firm who are also Financial Advisors. Reviews may be triggered by material market, economic or political events, or by changes in client's financial situations (such as retirement, termination of employment, physical move, or inheritance).

All clients are encouraged to discuss their needs, goals, and objectives with FIRM and to keep FIRM informed of any changes. FIRM shall contact clients at least annually to review its previous services and recommendations and to discuss the impact resulting from any changes in the client's financial situation and economic environment.

Clients are provided with written transaction confirmation notices and regular written summary account statements directly from the custodian for the client accounts. Clients also receive a written report from FIRM that would include relevant account and/or market-related information such as an inventory of account holdings and account performance as clients may request from time to time, or at a periodic meeting with FIRM.

#### **Item 14 – Client Referrals and Other Compensation**

No person or entity provides FIRM or its employees any economic benefit other than clients of the firm.

Neither FIRM nor its employees compensate any person for client referrals.

#### **Item 15 – Custody**

Clients should receive at least quarterly statements from the broker/dealer, bank or other qualified custodian that holds and maintains client's investment assets. FIRM urges you to carefully review such statements and compare such official custodial records to the account statements that we may provide to you. Our statements may vary from custodial statements based on accounting procedures, reporting dates, or valuation methodologies of certain securities.

FIRM may be allowed with client permission to transfer money between two accounts which are both owned by the client. This allows FIRM to help clients satisfy required minimum distributions, withdrawals for lifestyle, or savings plans. This power is deemed by the SEC as "having custody" whenever the two accounts are not identically registered. FIRM accepts this limited power for the convenience of clients who desire it. FIRM is also given a limited power of attorney to make trades on behalf of clients and to also withdraw FIRM's quarterly fee. The ability to withdraw a fee is also deemed by the SEC as "having custody" of assets in a limited way.

#### **Item 16 – Investment Discretion**

FIRM usually receives discretionary authority from the client at the outset of an advisory relationship to select the identity and amount of securities to be bought or sold. In all cases, however, such discretion is to be exercised in a manner consistent with the stated investment objectives for the particular client account. Our clients who give us discretionary authority sign a limited power of attorney to this effect.

When selecting securities and determining amounts, FIRM observes the investment policies, limitations and restrictions of the clients for which it advises. For registered investment companies, FIRM's authority to trade securities may also be limited by certain federal securities and tax laws that require diversification of investments and favor the holding of investments once made.

Investment guidelines and restrictions may be provided by the client at any time. Clients may also choose to restrict the ability of FIRM to have full discretionary authority. For example, the client may require that FIRM directly contact and receive authorization from the client prior to placing trades. In this case, the client would complete a limited power of attorney with the custodian granting trading access, while also notifying FIRM in writing of this non-discretion restriction. Another example would be the client deciding to not give FIRM trading authority, in which case no limited power of attorney would be signed.

### **Item 17 – Voting Client Securities**

As a matter of firm policy and practice, FIRM does not have any authority to and does not vote proxies on behalf of advisory clients. Clients retain the responsibility for receiving and voting proxies for any and all securities maintained in client portfolios. FIRM may provide advice to clients regarding the clients' voting of proxies. The custodian of assets sends all copies of proxies and shareholder information directly to the client.

### **Item 18 – Financial Information**

Registered investment advisors are required in this Item to provide you with certain financial information or disclosures about FIRM's financial condition. FIRM has no financial commitment that impairs its ability to meet contractual and fiduciary commitments to clients, and has not been the subject of a bankruptcy proceeding.

### **Item 19 – Requirements for State-Registered Advisors**

Not Applicable – FIRM is SEC-Registered

This brochure supplement provides information about Jeffrey Jones that supplements the FIRM brochure. You should have received a copy of that brochure. Please contact Jeffrey Jones at 856-720-0029 ([jeff.jones@cypressplanning.com](mailto:jeff.jones@cypressplanning.com)) if you did not receive FIRM's brochure or if you have any questions about the contents of this supplement. Additional information about Jeffrey Jones is available on the SEC's website at [www.advisorinfo.sec.gov](http://www.advisorinfo.sec.gov).

## **Part 2B – Brochure Supplement (Advisory Personnel)**

### **Jeffrey Jones, CFP®**

#### **Item 1 – Cover Page**

Jeffrey Jones  
1500 Kings Highway N, Suite B-204 | Cherry Hill, NJ 08034 | Ph: 856-720-0029 | Fax: 856-432-1522  
Supplement Date: 2/3/21

#### **Item 2 – Educational Background and Business Experience**

Jeffrey Jones - Born 1983

##### **Post-Secondary Education:**

B. S. E. in Mechanical Engineering 2004, Duke University, Durham, NC

M. Eng. in Financial Engineering 2005, Princeton University, Princeton, NJ

##### **Recent Business Background:**

MyFinancialAnswers LLC, Chief Product Engineer, 08/14 to Present

Cypress Financial Planning, Principal, 07/09 to Present

Rowan University, Mathematics Professor 07/09 to 01/12

Goldman Sachs, Financial Analyst, Investment Management Division, 05/07 to 07/09

Lockheed Martin, Operations Engineer, 07/05 to 05/07

##### **Professional Designations:**

Certified Financial Planner®, Achieved 06/10. Requirements for certification include completion of coursework, passing an examination, completion of years of industry experience, adhering to a code of ethics, and completion of continuing education. More information can be found at: [www.cfp.net/become-a-cfp-professional/cfp-certification-requirements](http://www.cfp.net/become-a-cfp-professional/cfp-certification-requirements).

#### **Item 3 – Disciplinary Information**

None

#### **Item 4 – Other Business Activities**

Jeffrey Jones is the Chief Product Engineer at myFinancialAnswers, a financial planning technology and services company. Jeffrey maintains a part-time role and provides up to 5 hours per week as a contractor. myFinancialAnswers offers technology and marketing services to financial advisors and partners with advisors to offer financial wellness and education services to employers. Cypress does not currently offer myFinancialAnswers software to clients.

#### **Item 5 – Additional Compensation**

Jeffrey receives variable compensation related to the number of clients he directly services. This creates a financial incentive to solicit and retain clients.

#### **Item 6 – Supervision**

As Principal, majority owner and Chief Compliance Officer, Jeffrey Jones is responsible for overseeing the advisory activities of other members and employees of the firm. He can be contacted at [jeff.jones@cypressplanning.com](mailto:jeff.jones@cypressplanning.com).

This brochure supplement provides information about Benjamin Pitts that supplements the FIRM brochure. You should have received a copy of that brochure. Please contact Jeffrey Jones at 856-720-0029 ([jeff.jones@cypressplanning.com](mailto:jeff.jones@cypressplanning.com)) if you did not receive FIRM's brochure or if you have any questions about the contents of this supplement. Additional information about Benjamin Pitts is available on the SEC's website at [www.advisorinfo.sec.gov](http://www.advisorinfo.sec.gov).

## **Part 2B – Brochure Supplement (Advisory Personnel)**

### **Benjamin Pitts**

#### **Item 1 – Cover Page**

Benjamin Pitts

1500 Kings Highway N, Suite B-204 | Cherry Hill, NJ 08034 | Ph: 856-720-0029 | Fax: 856-432-1522

Supplement Date: 2/3/21

#### **Item 2 – Educational Background and Business Experience**

Benjamin Pitts - Born 1980

##### **Post-Secondary Education:**

B. S. in General Management, United States Military Academy, West Point, NY

M. B. A. in General Management, University of Virginia - Darden Graduate School of Business Administration, Charlottesville, VA

##### **Recent Business Background:**

Picwell, Inc, SVP Business Development, 04/19 to Present

MyFinancialAnswers LLC, Principal, 08/14 to Present

Cypress Financial Planning, Principal, 05/12 to Present

The Urban Alternative, Relationship Manager, 05/12 to 12/12

Goldman Sachs, Private Wealth Advisor, Investment Management Division, 07/09 to 05/12

Harrah's Entertainment, Director of Customer Service, 09/05 to 07/07

#### **Item 3 – Disciplinary Information** - None

#### **Item 4 – Other Business Activities**

Benjamin Pitts is a founder of myFinancialAnswers, a financial planning technology and services company. Ben maintains part-time responsibilities as a contractor to the company, assisting with sales and business development. Ben currently commits no more than eight hours per week to the company. myFinancialAnswers offers technology and marketing services to financial advisors and partners with advisors to offer financial wellness and education services to employers. Cypress does not currently offer myFinancialAnswers software to clients. Ben also maintains a full time role as Senior Vice President of Business Development at Picwell where he participates in product management, marketing, and sales. Picwell offers health insurance decision support technology to large employers and other entities in the employee benefits and health insurance industries. Cypress Financial Planning, myFinancialAnswers, and Picwell are not affiliated entities.

#### **Item 5 – Additional Compensation**

Benjamin receives variable compensation related to the number of clients he directly services. This creates a financial incentive to solicit and retain clients.

#### **Item 6 – Supervision**

As Principal, majority owner and Chief Compliance Officer, Jeffrey Jones is responsible for overseeing the advisory activities of other members and employees of the firm. The Chief Compliance Officer monitors client communications for any false or misleading statements, approves all marketing materials, ensures recommendations are consistent with firm's Policies & Procedures, and generally seeks to protect clients and prospective clients from any fraudulent or deceptive activity on behalf of any employee. He can be contacted at (856) 720-0029 or [jeff.jones@cypressplanning.com](mailto:jeff.jones@cypressplanning.com).

This brochure supplement provides information about Evan Powers that supplements the FIRM brochure. You should have received a copy of that brochure. Please contact Jeffrey Jones at 856-720-0029 ([jeff.jones@cypressplanning.com](mailto:jeff.jones@cypressplanning.com)) if you did not receive FIRM's brochure or if you have any questions about the contents of this supplement. Additional information about Evan Powers is available on the SEC's website at [www.advisorinfo.sec.gov](http://www.advisorinfo.sec.gov).

## **Part 2B – Brochure Supplement (Advisory Personnel)**

### **Evan Powers**

#### **Item 1 – Cover Page**

Evan Powers

Advisor Branch Office: 700 Harris Street, Suite 201-E | Charlottesville, VA 22903 | Ph: 434-270-0079

Company Main Office: 1500 Kings Highway N, B-204 | Cherry Hill, NJ 08034 | Ph: 856-720-0029 | Fax: 856-432-1522

Supplement Date: 2/3/21

#### **Item 2 – Educational Background and Business Experience**

Evan Powers - Born 1981

##### **Post-Secondary Education:**

B. A. in Economics, Harvard University, Cambridge, MA

M. B. A. in General Management, Univ. of Virginia - Darden Graduate School of Business Administration, Charlottesville, VA

##### **Recent Business Background:**

Cypress Financial Planning, Financial Planner, 11/13 to Present

MyFinancialAnswers, LLC, Content Contributor and Senior Financial Planner, 03/15 to 11/19

Phase Three Capital, Principal, 01/10 to 06/13

University of Virginia Department of Athletics, Sports Marketing Consultant, 09/08 to 12/09

Consolidated Trading, Senior Trader, 12/03 to 06/07

##### **Professional Designations:**

Certified Financial Planner®, Achieved 01/16. Requirements for certification include completion of coursework, passing an examination, completion of years of industry experience, adhering to a code of ethics, and completion of continuing education. More information can be found at: [www.cfp.net/become-a-cfp-professional/cfp-certification-requirements](http://www.cfp.net/become-a-cfp-professional/cfp-certification-requirements)

#### **Item 3 – Disciplinary Information**

None

#### **Item 4 – Other Business Activities**

None

#### **Item 5 – Additional Compensation**

Evan receives variable compensation related to the number of clients he directly services. This creates a financial incentive to solicit and retain clients.

#### **Item 6 – Supervision**

As Principal, majority owner and Chief Compliance Officer, Jeffrey Jones is responsible for overseeing the advisory activities of other members and employees of the firm. The Chief Compliance Officer monitors client communications for any false or misleading statements, approves all marketing materials, ensures recommendations are consistent with firm's Policies & Procedures, and generally seeks to protect clients and prospective clients from any fraudulent or deceptive activity on behalf of any employee. He can be contacted at (856) 720-0029 or [jeff.jones@cypressplanning.com](mailto:jeff.jones@cypressplanning.com).

This brochure supplement provides information about Kurt Ruoff that supplements the FIRM brochure. You should have received a copy of that brochure. Please contact Jeffrey Jones at 856-720-0029 ([jeff.jones@cypressplanning.com](mailto:jeff.jones@cypressplanning.com)) if you did not receive FIRM's brochure or if you have any questions about the contents of this supplement. Additional information about Kurt Ruoff is available on the SEC's website at [www.advisorinfo.sec.gov](http://www.advisorinfo.sec.gov).

## **Part 2B – Brochure Supplement (Advisory Personnel)**

### **Kurt Ruoff**

#### **Item 1 – Cover Page**

Kurt Ruoff

1500 Kings Highway N, Suite B-204 | Cherry Hill, NJ 08034 | Ph: 856-720-0027 | Fax: 856-432-1522

Supplement Date: 2/3/21

#### **Item 2 – Educational Background and Business Experience**

Kurt Ruoff - Born 1983

##### **Post-Secondary Education:**

B. S. in Business Administration, Drexel University, Philadelphia, PA

##### **Recent Business Background:**

Cypress Financial Planning, Financial Planner, 5/20 to Present

Morgan Stanley Wealth Management, Financial Advisor, 6/11 to 5/20

Beneficial Bank, Municipal Trader / Underwriter, 7/09 to 4/11

TD Wealth Management, Financial Advisor, 12/07 to 7/09

##### **Professional Designations:**

Certified Financial Planner ®, Achieved 12/15. Requirements for certification include completion of coursework, passing an examination, completion of years of industry experience, adhering to a code of ethics, and completion of continuing education. More information can be found at: [www.cfp.net/become-a-cfp-professional/cfp-certification-requirements](http://www.cfp.net/become-a-cfp-professional/cfp-certification-requirements)

Chartered Retirement Planning Counselor ®, Achieved 04/09. Requirements for certification include completion of coursework, passing an examination, adhering to a code of ethics, and completion of continuing education. More information can be found at: [www.cffp.edu](http://www.cffp.edu)

#### **Item 3 – Disciplinary Information**

None

#### **Item 4 – Other Business Activities**

Kurt Ruoff operates Accessible Solutions as a sole proprietorship. Accessible Solutions provides database consulting for firms that use Microsoft Access. Kurt currently commits no more than 5 hours per week to this activity.

Kurt Ruoff is also a member of Ruoff Associates, LLC, an LLC formed for personal real estate investment in residential rental properties. Kurt currently commits no more than 2 hours per week to this activity.

#### **Item 5 – Additional Compensation**

Kurt receives variable compensation related to the number of clients he directly services. This creates a financial incentive to solicit and retain clients.

#### **Item 6 – Supervision**

As Principal, majority owner and Chief Compliance Officer, Jeffrey Jones is responsible for overseeing the advisory activities of other members and employees of the firm. The Chief Compliance Officer monitors client communications for any false or misleading statements, approves all marketing materials, ensures recommendations are consistent with firm's Policies & Procedures, and generally seeks to protect clients and prospective clients from any fraudulent or deceptive activity on behalf of any employee. He can be contacted at (856) 720-0029 or [jeff.jones@cypressplanning.com](mailto:jeff.jones@cypressplanning.com).

This brochure supplement provides information about David Armbruster that supplements the FIRM brochure. You should have received a copy of that brochure. Please contact Jeffrey Jones at 856-720-0029 (jeff.jones@cypressplanning.com) if you did not receive FIRM's brochure or if you have any questions about the contents of this supplement. Additional information about David Armbruster is available on the SEC's website at [www.advisorinfo.sec.gov](http://www.advisorinfo.sec.gov).

## **Part 2B – Brochure Supplement (Advisory Personnel)**

### **David Armbruster**

#### **Item 1 – Cover Page**

David Armbruster  
1500 Kings Highway N, Suite B-204 | Cherry Hill, NJ 08034 | Ph: 856-720-0029 | Fax: 856-432-1522  
Supplement Date: 2/3/21

#### **Item 2 – Educational Background and Business Experience**

David Armbruster - Born 1996

##### **Post-Secondary Education:**

B. S. in Financial Planning, William Paterson University of New Jersey, Wayne, NJ

##### **Professional Designations:**

Certified Financial Planner ®, Achieved 05/20. Requirements for certification include completion of coursework, passing an examination, completion of years of industry experience, adhering to a code of ethics, and completion of continuing education. More information can be found at: [www.cfp.net/become-a-cfp-professional/cfp-certification-requirements](http://www.cfp.net/become-a-cfp-professional/cfp-certification-requirements)

#### **Item 3 – Disciplinary Information**

None

#### **Item 4 – Other Business Activities**

None

#### **Item 5 – Additional Compensation**

David receives variable compensation related to the number of clients he directly services. This creates a financial incentive to solicit and retain clients.

#### **Item 6 – Supervision**

As Principal, majority owner and Chief Compliance Officer, Jeffrey Jones is responsible for overseeing the advisory activities of other members and employees of the firm. The Chief Compliance Officer monitors client communications for any false or misleading statements, approves all marketing materials, ensures recommendations are consistent with firm's Policies & Procedures, and generally seeks to protect clients and prospective clients from any fraudulent or deceptive activity on behalf of any employee. He can be contacted at (856) 720-0029 or [jeff.jones@cypressplanning.com](mailto:jeff.jones@cypressplanning.com).