

This brochure supplement provides information about Keith D. Weiss that supplements the Weiss Financial Group LLC brochure. You should have received a copy of that brochure. Please contact Scott G. Weiss at (845) 621-5900, if you did not receive Weiss Financial Group LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about Keith D. Weiss is also available on the SEC's website at www.adviserinfo.sec.gov.

Weiss Financial Group LLC

Form ADV Part 2B – Individual Disclosure Brochure

for

Keith D. Weiss

Personal CRD Number: 5280763

Investment Adviser Representative

Weiss Financial Group LLC
704 Route 6
Mahopac, New York, 10541
(845) 621-4700
kweiss@weiss-financial.com

UPDATED: 1/27/2021

Item 2: Educational Background and Business Experience

Name: Keith D. Weiss **Born:** 1978

Education Background and Professional Designations:

Education:

BS Education, Springfield College - 2003
MBA Accounting, University of Phoenix - 2005
College for Financial Planning, Financial Planning Certificate - 2011

Designation:

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 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:

- i. 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
- ii. 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.

Business Background:

01/2021 – Present	Chief Information Officer Weiss Financial Group LLC
11/2010 – Present	President Weiss Advisory Group LLC
10/2011 – 01/2021	Managing Member Weiss Financial Group LLC
01/2009 – 12/2011	Investment Adviser Representative Asset & Financial Planning, Ltd.
01/2009 – 12/2011	Registered Representative Prime Capital Services, Inc.
01/2008 – 10/2010	Manager Gilman Ciocia
01/2007 – 12/2007	Assistant Weiss Financial Services LLC
02/2004 – 12/2006	Account Manager Weiss Advisory Group LLC

Item 3: Disciplinary Information

There are no legal or disciplinary events that are material to a client's or prospective client's evaluation of this advisory business.

Item 4: Other Business Activities

Keith D. Weiss is the President of the Weiss Advisory Group and an accountant. Weiss Financial Group LLC always acts in the best interest of the client. Clients are in no way required to implement the plan through any representative of Weiss Financial Group LLC in their capacity as an accountant.

Item 5: Additional Compensation

Other than salary, annual bonuses, or regular bonuses, Keith D. Weiss does not receive any economic benefit from any person, company, or organization, in exchange for providing clients advisory services through Weiss Financial Group LLC.

Item 6: Supervision

As a co-owner and representative of Weiss Financial Group LLC, Keith D. Weiss works closely with Scott G. Weiss, Chief Compliance Officer of the firm. Keith D. Weiss adheres to applicable regulations regarding the activities of an investment adviser representative, together with the policies and procedures outlined in the firm's code of ethics and compliance manual. The phone number of Scott G. Weiss is (845) 621-5900.