

Item 1 – Cover Page
Firm Brochure
(Part 2A of Form ADV)

Northstar Financial Management, Inc.
110 South Main Street
Moscow, Idaho 83843
(208)810-4938 phone
(208)810-4952 fax
IARD adviser #287594

This brochure provides information about the qualifications and business practices of Northstar Financial Management, Inc.. If you have any questions about the contents of this brochure, please contact us at: (208) 810-4938. The information in this brochure has not been approved or verified by any state securities authority or by the United States Securities & Exchange Commission (SEC). Northstar Financial Management, Inc. is registered as an investment advisor with the SEC. Registration does not imply a certain level of skill or training.

Additional information about Northstar Financial Management, Inc. is available on the Idaho State Department of Finance website www.finance.idaho.gov and on the SEC's website at www.adviserinfo.sec.gov.

Original Filing – July 20, 2021

Item 2 - Material Changes

Annual Update

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

Material Changes since the Last Update

Item 4 – Added General Marketing Consulting as a service offered

Item 12 – Added Altruist as a custodian

Full Brochure Available

Whenever you would like to receive a complete copy of our Firm Brochure, please contact us by telephone at: (208) 810-4938.

Item 3 - Table of Contents

| | |
|---|-----------|
| Item 2 - Material Changes | i |
| Annual Update | i |
| Material Changes since the Last Update | i |
| Full Brochure Available | i |
| Item 4 - Advisory Business | 1 |
| Firm Description..... | 1 |
| Principal Owners..... | 1 |
| Assets Under Management | 1 |
| Types of Advisory Services..... | 2 |
| Types of Agreements..... | 4 |
| Types of Investments..... | 6 |
| Item 5 - Fees and Compensation | 6 |
| Description | 6 |
| Fee Billing | 7 |
| Other Fees | 8 |
| Expense Ratios..... | 8 |
| Past due Accounts and Termination of Agreement..... | 9 |
| Item 6 - Performance-Based Fees and Side by Side | 9 |
| Management | 9 |
| Sharing of Capital Gains | 9 |
| Item 7 - Types of Clients | 9 |
| Description | 9 |
| Account Minimums..... | 9 |
| Item 8 - Methods of Analysis, Investment Strategies and Risk of Loss | 10 |
| Methods of Analysis..... | 10 |
| Investment Strategies | 10 |
| Risk of Loss | 10 |
| Item 9 - Disciplinary Information..... | 11 |
| Legal and Disciplinary..... | 11 |

| | |
|--|-----------|
| Item 10 - Other Financial Industry Activities and Affiliations | 12 |
| Financial Industry Activities..... | 12 |
| Affiliations | 12 |
| Item 11 - Code of Ethics, Participation or Interest in Client Transactions and Personal Trading | 12 |
| Code of Ethics | 12 |
| Participation or Interest in Client Transactions..... | 12 |
| Personal Trading..... | 13 |
| Item 12 - Brokerage Practices | 13 |
| Selecting Brokerage Firms..... | 13 |
| Best Execution | 13 |
| Soft Dollars | 13 |
| Order Aggregation | 14 |
| Item 13 - Review of Accounts..... | 14 |
| Periodic Reviews | 14 |
| Review Triggers | 14 |
| Regular Reports..... | 15 |
| Item 14 - Client Referrals and Other Compensation..... | 15 |
| Incoming Referrals..... | 15 |
| Referrals Out | 15 |
| Other Compensation..... | 15 |
| Item 15 - Custody | 15 |
| Account Statements..... | 15 |
| Performance Reports..... | 16 |
| Item 16 - Investment Discretion | 16 |
| Discretionary Authority for Trading..... | 16 |
| Limited Power of Attorney | 17 |
| Item 17 - Voting Client Securities..... | 17 |
| Proxy Votes | 17 |
| Item 18 - Financial Information | 17 |
| Financial Condition | 17 |

| | |
|---|-----------|
| Information Security Program..... | 17 |
| Information Security | 17 |
| Privacy Notice | 17 |
| Item 19- Requirements for State Registered Advisers..... | 18 |
| Principal Executive Officers | 18 |
| Active Business Other Than Investment Advice. | 19 |
| Performance Based Fees | 21 |
| Arbitration and Legal Claims | 21 |
| Relationships or Professional Arrangements | 22 |
| Business Continuity Plan | 22 |
| Kaitlin C. Jones, CFP®, MS, EA, CDFA®..... | 24 |
| Mark A. Mooring, Investment Advisor Representative..... | 25 |
| Charlotte M. Jones, Investment Advisor Representative..... | 25 |

Item 4 - Advisory Business

Firm Description

Northstar Financial Management, Inc. was founded in 2017. We are currently regulated under the Securities and Exchange Commission (“SEC”).

Investment advice is an integral part of financial planning. In addition, we provide financial consulting services regarding financial planning, college planning, retirement planning, tax planning, philanthropic management, estate planning and coordination with legal and other advisors.

Investment advice is provided, upon the client’s final decision, on portfolio risk tolerance and target allocation. We do not act as a custodian of clients, but in some situations we are deemed to have custody of clients funds. This occurs in situations where we also act as the trustee of a trust for which we provide investment advisory services. At present we are trustee with regards to zero accounts totaling assets under management of \$0. Our role as trustee for current client accounts terminated October 31, 2020. We are audited annually on any accounts of which we are deemed to have custody.

The client always maintains control over distributions of cash and securities. We place securities transactions on behalf of clients under a limited power of attorney.

Other professionals (e.g., lawyers, accountants, insurance agents, etc.) should be engaged by you as-needed. Conflicts of interest will be disclosed to the client in the unlikely event they should occur.

The initial meeting between a potential client and Northstar Financial Management, Inc., which may be by telephone, is free of charge and is considered an exploratory interview to determine the extent to which financial planning and investment management may be beneficial to the potential client.

The Chief Compliance Officer of Northstar Financial Management, Inc. is Mark A. Mooring. He is responsible for overseeing and managing compliance issues within the firm.

Principal Owners

Kaitlin C. Jones is 100% percent Shareholder of Northstar Financial Management, Inc.

Assets Under Management

As of June 28, 2021 we manage \$107,705,814 of clients’ funds. Of these accounts, \$106,343,795 are managed as Discretionary Authority for Trading accounts and \$1,362,019 are non-discretionary accounts.

Types of Advisory Services

We provide:

- Investment supervisory services, also known as asset management services or portfolio management
- We provide advice on matters not involving securities, such as financial planning matters, taxation issues, life insurance, disability, long term care insurance, health insurance, and trust services that are often included in estate planning. A general description of those services is as follows:
 - **Cash Flow and Debt Management:** We will conduct a review of your income and expenses to determine your current surplus or deficit along with advice on prioritizing how any surplus should be used or how to reduce expenses if they exceed your income. Advice may also be provided on which debts to pay off first based on factors such as the interest rate of the debt and any income tax ramifications. We may also recommend what we believe to be an appropriate cash reserve that should be considered for emergencies and other financial goals, along with a review of accounts (such as money market funds) for such reserves, plus strategies to save desired amounts.
 - **College Savings:** Includes projecting the amount that will be needed to achieve college or other post-secondary education funding goals, along with advice on ways for you to save the desired amount. Recommendations as to savings strategies are included, and, if needed, we will review your financial picture as it relates to eligibility for financial aid or the best way to contribute to grandchildren (if appropriate).
 - **Employee Benefits Optimization:** We will provide review and analysis as to whether you, as an employee, are taking the maximum advantage possible of your employee benefits. If you are a business owner, we will consider and/or recommend the various benefit programs that can be structured to meet both business and personal retirement goals.
 - **Financial Goals:** We will help clients identify financial goals and develop a plan to reach them. We will identify what you plan to accomplish, what resources you will need to make it happen, how much time you will need to reach the goal, and how much you should budget for your goal.
 - **Insurance:** Review of existing policies to ensure proper coverage for life, health, disability, long-term care, liability, home and automobile.

- **Investment Analysis:** This may involve developing an asset allocation strategy to meet clients' financial goals and risk tolerance, providing information on investment vehicles and strategies, reviewing employee stock options, as well as assisting you in establishing your own investment account at a selected broker/dealer or custodian. The strategies and types of investments we may recommend are further discussed in Item 8 of this brochure.

- **Retirement Planning:** Our retirement planning services typically include projections of your likelihood of achieving your financial goals, typically focusing on financial independence as the primary objective. For situations where projections show less than the desired results, we may make recommendations, including those that may impact the original projections by adjusting certain variables (e.g., working longer, saving more, spending less, taking more risk with investments). If you are near retirement or already retired, advice may be given on appropriate distribution strategies to minimize the likelihood of running out of money or having to adversely alter spending during your retirement years.

- **Risk Management:** A risk management review includes an analysis of your exposure to major risks that could have a significant adverse impact on your financial picture, such as premature death, disability, property and casualty losses, or the need for long-term care planning. Advice may be provided on ways to minimize such risks and about weighing the costs of purchasing insurance versus the benefits of doing so and, likewise, the potential cost of not purchasing insurance ("self-insuring").

- **Tax Planning Strategies:** Advice may include ways to minimize current and future income taxes as a part of your overall financial planning picture. For example, we may make recommendations on which type of account(s) or specific investments should be owned based in part on their "tax efficiency," with consideration that there is always a possibility of future changes to federal, state, or local tax laws and rates that may impact your situation. We may also project your tax liabilities to calculate the benefits of distributions from qualified plans or Roth conversions.

- **Tax Preparation Services:** Preparation of individual or business tax returns which includes preparing forms, review of tax information, presentation of final totals, and e-filing of the tax return.

- Publication of periodicals or newsletters
- Educational seminars/workshops

- General marketing consulting, including marketing strategies, digital marketing transformations, marketing technology, and website optimization

Types of Agreements

The following agreements define the typical client relationships at our firm.

Financial Planning Agreement

A financial plan is a written plan designed to help the client with all aspects of financial planning with or without ongoing investment management after the financial plan is completed.

The financial plan may include, but is not limited to:

- Presentation of net worth
- Presentation of cash flow
- a review of investment accounts, including the review of asset allocation and provision of repositioning recommendations;
- strategic tax planning;
- a review of retirement accounts and plans including recommendations;
- a review of insurance policies and recommendations for changes, if necessary; one or more retirement scenarios;
- estate planning review and recommendations;
- and education planning with funding recommendations.

Detailed investment advice and specific recommendations are provided as part of a financial plan. Implementation of the recommendations is at the discretion of the client.

The client is under no obligation to act on the company or its advisors' recommendations. If the client elects to act on any of the recommendations under the plan, they are under no obligation to affect those transactions through the company or its associated persons.

Financial planning and tax services will be charged as a reasonable fixed fee or hourly amount. The amount of the fee is dependent upon the nature and complexity of each client's circumstances. The client will enter into a written financial planning agreement, that we call an engagement letter, that explains the services to be provided and expected cost of the financial plan. Because financial plans are each unique and customized, you must refer to your own individual financial planning agreement for specific details. The company and its affiliates do not receive fees or other compensation from the sale of insurance, real estate, securities or other products of services recommended in the financial plan. In the event the client would like to engage the Company to manage any investments recommended or covered in the plan, the company will receive a fee from the client for this service as described under the Investment Advisory Agreement.

In the event that the client's situation is substantially different than disclosed at the initial meeting, a revised fee will be provided for mutual agreement. The client must approve the change of scope in advance of the additional work being performed when a fee increase is necessary.

After delivery of a financial plan, future face-to-face meetings may be scheduled as necessary. Follow-up work is billed separately at the rate of up to \$200.00 per hour.

Advisory Service Agreement/ Investment Management Agreement

Most of our financial planning clients choose to have Northstar Financial Management, Inc. manage their assets in order to obtain ongoing in-depth advice and life planning. All aspects of the client's financial affairs might be reviewed, including those of their children. We encourage clients to set realistic and measurable goals and objectives to reach those goals. As goals and objectives change over time, suggestions are made and implemented with the client's consent on an ongoing basis.

The scope of work and fee for an Advisory Service Agreement is provided to the client in writing prior to the start of the relationship. An Advisory Service Agreement typically includes: investment management (including performance reporting); and investment advice although the Advisory Service Agreement is an ongoing agreement and adjustments are required, the length of service to the client is at the client's discretion. The client or the investment manager may terminate an Agreement by written notice to the other party. At termination, fees will be billed on a pro rata basis for the portion of the quarter completed. The portfolio value at the completion of the prior full billing quarter is used as the basis for the fee computation, adjusted for the number of days during the billing quarter prior to termination. Any unearned fees will be promptly returned to you.

Fixed Fee Engagement

We can provide fixed fee engagement for planning services for clients who need advice on a limited scope of work. Fixed fee planning engagements are billed after services are performed. If the fixed fee engagement is terminated before completion your fee will be prorated based upon the portion of the engagement that was completed. Any unearned fees will be promptly returned to you.

Marketing Consulting Service Agreement

We offer marketing consulting services through which we provide consultation in the areas of marketing strategy, digital marketing transformations, marketing technology, and website optimization. This service is offered at a rate of \$250 per hour billed every two weeks.

Types of Investments

Assets are invested primarily in mutual funds, exchange-traded funds, and an occasional stock, usually through discount brokers. When we have been hired to provide ongoing asset management services, we will allocate the clients assets among various investments after taking into consideration the client's individual needs and the overall management style selected by the client. Clients will have the opportunity to place reasonable restrictions on the types of investments, which will be made on the clients' behalf.

Initial public offerings (IPOs) are not available through Northstar Financial Management, Inc..

Wrap Fee Programs

Our firm does not participate in any wrap fee programs.

Item 5 - Fees and Compensation

Description

Northstar Financial Management, Inc. bases its fees on a percentage of assets under management, hourly charges, or fixed fees. We do not use a performance-based fee structure because of the potential conflict of interest. Performance-based compensation may create an incentive for the adviser to recommend an investment that may not be in the clients best interest.

Northstar Financial Management Inc. has two fee schedules for their annual Advisory Service Agreement. The first schedule is managed based on a passive management portfolio and the second schedule is based on a on an active management style. The annual Advisory Service Agreement fee for passive management accounts is based on a percentage of the investable assets according to the following schedule:

| | |
|-------|---------------|
| 0.50% | On all assets |
|-------|---------------|

The annual Advisory Service Agreement fee for active management accounts is based on a percentage of the investable assets according to the following schedule:

| | |
|-------|--|
| 1.00% | On first \$1,000,000; |
| 0.75% | On the next \$500,000 (from \$1,000,001 to \$1,500,000); |
| 0.50% | On next \$1,500,001 to \$5,000,000; |
| 0.25% | On assets above \$5,000,001. |

Non-profit organizations may at the discretion Northstar Financial Management, Inc. be given a discount from the normal fee schedule. Financial plans are priced according to the degree of complexity associated with the client's situation.

The hourly rate for limited scope engagements, including financial planning services is \$150.00 per hour. All fixed fees are negotiated with the client and agreed upon in advance based on an estimate of the time necessary to complete the engagement, extended multiplied by the \$150 per hour rate.

Mutual fund companies charge each mutual fund or exchange-traded-fund shareholder an investment management and other administrative fees that are disclosed in the fund prospectus. These fees and expenses are ultimately borne by the fund shareholder. Your account custodian might charge a transaction fee for the purchase of some funds. Stocks and bonds may be purchased or sold through a brokerage account when appropriate. The brokerage firm charges a fee for stock and bond trades. Northstar Financial Management, Inc. does not receive any compensation, in any form, from fund companies.

All of our fees are negotiable at the sole discretion of Northstar Financial Management, Inc..

Lower fees for comparable services may be available from other sources.

Fee Billing

Investment advisory fees are billed quarterly, in advance meaning that we invoice you before the three-month billing period has begun. Clients will be invoiced in advance at the beginning of each calendar quarter based upon the value (market value or fair market value in the absence of market value, plus any credit balance or minus any debit balance) of the client account at the end of the previous quarter. Value is based on the valuation provided by the account custodian. These valuations may be disputed by the client by notification of our office within the quarter that the fee is billed. Payment in full is expected upon invoice presentation. Fees are usually deducted from a designated client account to facilitate billing. The client must consent in advance to direct debiting of their investment account.

In all instances, the Adviser will send the client a written invoice, including the fee, the formula used to calculate the fee, the fee calculation itself, the time period covered by the fee, and, if applicable, the amount of assets under management on which the fee

was based. Also, the Adviser will include the name of the custodian(s) on your fee invoice. The Adviser will send these to the client concurrent with the request for payment or payment of the Adviser's advisory fees. We urge the client to compare this information with the fees listed in the account statement

Fees for financial planning services will be billed at the end of the services provided and will be invoiced directly to the client as noted in the financial planning agreement. Financial Planning services are billed at \$150 per hour and are calculated based on the estimate of the time required to do the planning at this rate. The cost of the service will be presented to the client at the time the Financial Planning Agreement is signed.

Northstar Financial Management does not receive compensation for the publication of periodicals or newsletters or for putting on workshops or seminars.

Our firm has a policy of delivering our product upon completing of the service, regardless of timeliness of fees.

Other Fees

Custodians may charge transaction fees on purchases or sales of certain mutual funds and exchange-traded funds. These transaction charges are usually small and incidental to the purchase or sale of a security. Depending on circumstances, the selection of the security may be more important than the nominal fee that the custodian charges to buy or sell the security. Northstar Financial Management, Inc. receives no portion of these fees.

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

Expense Ratios

The costs of owning a fund is called an expense ratio. The expense ratio represents the percentage of the funds' assets that go purely toward the expense of running the fund. An expense ratio is the percent of your assets a fund company charges each year in exchange for its services. These fees are in addition to the fees paid by you to Northstar Financial Management, Inc..

Performance figures quoted by mutual fund companies in various publications are after their fees have been deducted.

Past due Accounts and Termination of Agreement

Northstar Financial Management, Inc. reserves the right to stop work on any account that is more than 120 days overdue. In addition, we reserve the right to terminate any financial planning engagement where a client has willfully concealed or has refused to provide pertinent information about financial situations when necessary and appropriate, in our judgment, to providing proper financial advice. Any unearned portion of fees collected in advance will be refunded within 30 days.

A Client may terminate any of the aforementioned agreements at any time by notifying us in writing and paying the rate for the time spent on the investment advisory engagement prior to notification of termination. If the client made an advance payment, we will refund any unearned portion of the advance payment upon Client request. Client may terminate the contract without penalty within five business days after entering into the contract.

We may terminate any of the aforementioned agreements at any time by notifying the client in writing. If the client made an advance payment, we will refund any unearned portion of the advance payment.

Item 6 - Performance-Based Fees and Side by Side Management

Sharing of Capital Gains

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

Northstar Financial management does not accept performance-based fees.

Item 7 - Types of Clients

Description

This section of the brochure describes who we generally provide investment advice to. We offer our services to individuals, pension and profit sharing plans, trusts, estates, or charitable organizations, corporations or business entities. Client relationships vary in scope and length of service.

Account Minimums

Northstar Financial Management, Inc. does not have an account minimum, or account minimum of asset balance to open an account with the firm.

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

Methods of Analysis

The main sources of information that Northstar Financial Management, Inc. may use include Morningstar Adviser stock and fund information, Black Diamond Wealth Management, Moneyguide Pro, and the World Wide Web.

Investment Strategies

The primary investment strategy used on client accounts is strategic asset allocation utilizing a core and satellite approach. Portfolios are globally diversified to control the risk associated with domestic and foreign markets.

The investment strategy for a specific client is based upon the objectives stated by the client during consultations. Models used to achieve those objectives will vary in weighting between debt and equity investments in order to balance the risks associated with equity volatility and inflationary and other risks as noted below. The client may change these objectives at any time. Unless otherwise specified herein, all notices, instructions, and any advice of confirmations of security transactions or other matters considered by the client's agreement shall be deemed to be duly given when received in writing by the company. Each client's Investment Advisor Representative assists the client in completing a Risk Tolerance Assessment that documents the client's objectives and their desired investment strategy.

Other strategies employed by mutual fund managers may include long-term purchases, short-term purchases, trading, short sales, margin transactions, and option writing (including covered options, uncovered options or spreading strategies).

Risk of Loss

All investment programs have certain risks that are borne by the investor and investing in securities involves a risk of loss that clients should be prepared to bear. Our investment approach constantly keeps the risk of loss in mind. Please keep in mind that we do not have, nor do we claim to have, sources of inside or private information. The recommendations developed by us are based upon the professional judgment of its personnel and neither the company nor its personnel can guarantee the results of any of its recommendations. You are ultimately responsible for the assumptions and personal data upon which our procedures and projections are based. Investors face the following investment risks:

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

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

Item 9 - Disciplinary Information

Legal and Disciplinary

The advisory firm and its employees have not been involved in any criminal or civil action in a domestic, foreign or military court of competent jurisdiction, an administrative proceeding before the SEC, any other federal regulatory agency, any state regulatory agency, or any foreign financial regulatory authority, and/or a self-regulatory organization (SRO) proceeding.

Item 10 - Other Financial Industry Activities and Affiliations

Financial Industry Activities

Northstar Financial Management, Inc. is not registered as a securities broker-dealer, or a futures commission merchant, commodity pool operator or commodity trading advisor.

One representative of our firm is an Enrolled Agent enrolled to practice before the IRS. In such capacity, we also may provide income tax preparation and accounting services as a part of our financial planning and investment advisory services and are governed under a separate engagement agreement. Clients have the option of engaging our firm for tax preparation, however, they are under no obligation to do so. Preparation of income tax returns are not expected to create conflicts of interest and will not affect our ability to supervise client accounts, as the volume of services is not expected to be significant and will be provided outside of normal business hours.

We do not have and do not accept signatory authority over any client accounts

Affiliations

Northstar Financial Management, Inc. is not presently affiliated with any other organizations.

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

Code of Ethics

Northstar Financial Management, Inc. has implemented a Code of Ethics and procedures dealing with insider trading, employee related accounts, front running and other issues that may present a potential conflict when such purchases, sales or recommendations are made. These policies and procedures are intended to eliminate, to the extent possible, the adverse effect on clients of any such potential conflicts of interest. We will furnish a copy of our Code of Ethics to clients upon their written request.

Participation or Interest in Client Transactions

Northstar Financial Management, Inc. and its employees believe in the strength of our investment choices, and for this reason we may buy or sell mutual funds that are also held by clients. To deter any conflicts of interest that may arise from this, employees may not request that their personal trades be placed before client trades at the time of execution each day. Employees comply with the provisions of the Northstar Financial Management, Inc. Compliance Manual.

Personal Trading

The personal trading reviews that are conducted by our Chief Compliance Officer verify that the personal trading of employees do not affect the markets, and that clients of the firm receive preferential treatment. These policies and procedures are intended to eliminate, to the extent possible, the adverse effects on clients of any conflicts of interest created by our employees trading in the same securities that our clients own.

Neither the firm, nor any of its related persons recommends to clients, or buys or sells for client accounts, securities in which they or a related person has a material financial interest.

Item 12 - Brokerage Practices

Selecting Brokerage Firms

Northstar Financial Management, Inc. recommends Charles Schwab & Co., Inc. (“Schwab”) or Altruist Financial LLC (“Altruist”) based on their proven integrity and financial responsibility of the firm and the best execution of securities orders. These factors will be reviewed from time to time to assure the best interests of the client are upheld. We do not restrict brokerage to Schwab or Altruist and would allow other brokerage firms if desired by the client upon client request. Based upon the client’s brokerage firm selection we may be unable to achieve the most favorable execution of client transactions, and the individual selection may cost clients more money due to the variations between transaction fees and restrictions across investment platforms.

Northstar Financial Management and its affiliates do not receive client referrals from any broker-dealers, or third parties and we do not recommend broker-dealers based on any sort of referral consideration or arrangement.

Best Execution

Northstar Financial Management, Inc. will review the execution of trades at each custodian each quarter. The review is documented in the Northstar Financial Management, Inc. Compliance Manual. Trading fees charged by the custodians is also reviewed on a quarterly basis. We do not receive any portion of the trading fees.

Soft Dollars

Soft dollar arrangements generally arise when an adviser receives research or brokerage products or services from a broker-dealer in exchange for placing securities transactions with that broker-dealer. We do not have any soft dollar agreements. We do receive products and services from Schwab and Altruist. For our clients’ accounts

that Schwab maintains, Schwab generally does not charge you separately for custody services but is compensated by charging you commissions or other fees on trades that it executes or that settle into your Schwab account.

Schwab's and Altruist's business is serving independent investment advisory firms like us. They provide us with access to its institutional brokerage—trading, custody, reporting, and related services—many of which are not typically available to retail customers. Schwab and Altruist also make available various support services. Some of those services help us manage or administer our clients' accounts, while others help us manage and grow our business. Schwab's and Altruist's support services generally are available on an unsolicited basis (we don't have to request them) and at no charge to us as long as our clients collectively maintain a minimum amount of their assets in accounts at Schwab or Altruist. This creates a financial incentive for us to recommend Schwab or Altruist as your custodian. This financial incentive creates a conflict of interest between our clients and us where we have the incentive to recommend Schwab or Altruist rather than our clients' interest in receiving most favorable execution.

Order Aggregation

Northstar Financial Management, Inc. purchases primarily only mutual funds and exchange traded funds on behalf of our advisory clients. Due to the nature of these funds, the trade aggregation of a purchase or sale of a securities for multiple accounts does not, in our opinion, garner any additional client benefit, so we typically don't aggregate trades.

Item 13 - Review of Accounts

Periodic Reviews

Account reviews are performed to provide our ongoing oversight of your account(s) and investments. Account reviews are performed more frequently when in our opinion market conditions dictate.

Account reviewers are members of the firm's Investment Committee. They consider the client's current security positions and the likelihood that the performance of each security will contribute to the investment objectives of the client. Members of the Investment Committee currently are Kaitlin Jones, Mark Mooring, and Charlotte Jones.

Review Triggers

Reviews are triggered by material changes in variables such as the client's individual circumstances, the market, political, or economic environments.

Regular Reports

Clients receive periodic communications on at least an annual basis from us. Advisory Service Agreement clients, and Investment Management clients, receive written quarterly updates. The written updates might include a portfolio statement, and a Performance Summary Report.

Item 14 - Client Referrals and Other Compensation

Incoming Referrals

Northstar Financial Management, Inc. is fortunate to receive client referrals. The referrals come from current clients, estate planning attorneys, accountants, employees, personal friends of employees and other similar sources. The firm does not compensate referring parties for these referrals.

Referrals Out

Northstar Financial Management, Inc. does not accept referral fees or any form of remuneration from other professionals when a prospect or client is referred to them.

Other Compensation

Northstar Financial Management, Inc. does not accept any referral fees nor do we pay any referral fees to any party involved.

Item 15 - Custody

Account Statements

All assets are held at qualified custodians. The custodians provide account statements directly to clients at their address of record or via digital document delivery, if selected, on a monthly basis. Clients authorize Northstar Financial Management to deduct periodic investment advisory fees directly from any managed accounts. As such, Northstar Financial Management complies with the following safeguards:

1. The investment adviser has custody of the funds and securities solely as a consequence of its authority to make withdrawals from client accounts to pay its advisory fee.
2. The investment adviser has written authorization from the client to deduct advisory fees from the account held with the qualified custodian.

3. Each time a fee is directly deducted from a client account, the investment adviser concurrently:
 - a. Sends the qualified custodian a statement of the amount of the fee to be deducted from the client's account; and
 - b. Sends the client an invoice or statement itemizing the fee. This itemization includes the formula used to calculate the fee, the value of the assets under management on which the fee is based, and the time period covered by the fee.

The deductions from client accounts are shown on the periodic statements sent by the qualified custodian directly to the client.

Performance Reports

You should compare the account statements received directly from your custodians to the statements provided by Northstar Financial Management, Inc. on a quarterly basis.

Trust Accounts

Northstar Financial Management, Inc. or an associated person may be a trustee for a client on a trust account. Therefore, that will give Northstar Financial Management, Inc. custody of the account.

Item 16 - Investment Discretion

Discretionary Authority for Trading

Most of our clients grant Northstar Financial Management, Inc. discretionary trading authority to manage securities accounts on behalf of clients. With this discretionary trading authority, we have the authority to determine the securities to be bought or sold, and the amount of the securities to be bought or sold. However, if you don't grant us discretionary trading authority, we will consult with you prior to each trade to obtain trading authorization. Because of the requirement for pre-approval of transactions, trades in these non-discretionary accounts may be placed later than those in discretionary accounts or not at all if, in our opinion, a specific investment opportunity has passed.

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

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

Limited Power of Attorney

A limited power of attorney grants us trading authorization for the purpose of executing securities trades on a daily basis. Clients granting us discretionary authority sign a limited power of attorney so that we may execute the day-to-day actions necessary for and consistent with your investment strategy that are consistent with your investment policy.

Item 17 - Voting Client Securities

Proxy Votes

Northstar Financial Management, Inc. does not vote proxies on securities. Clients are expected to vote their own proxies. Clients will receive proxies in the mail directly from the custodian. If a client has a question about his proxy he can call his investment advisor for advice at (208) 810-4938. Should a client elect for Northstar Financial Management, Inc. to receive their proxy voting materials, it is not our policy to vote on behalf of the client. If the investment account is for a pension or other employee benefit plan governed by ERISA, you direct us not to vote proxies for securities held in the account, because the right to vote such proxies is expressly reserved for you or your plan fiduciary not Northstar Financial Management, Inc.

Item 18 - Financial Information

Financial Condition

Northstar Financial Management, Inc. does not have any financial impairment that will preclude the firm from meeting contractual commitments to clients.

Northstar Financial Management, Inc. does not require prepayment of fees of more than \$500 per client, and six months or more in advance.

Northstar Financial Management, Inc. has not been the subject of a bankruptcy petition at any time during the past ten years.

Information Security Program

Information Security

Northstar Financial Management, Inc. maintains an information security program to reduce the risk that your personal and confidential information may be breached.

Privacy Notice

Northstar Financial Management, Inc. is committed to maintaining the confidentiality, integrity and security of the personal information that is entrusted to us.

The categories of nonpublic information that we collect from you may include information about your personal finances, information about your health to the extent that it is needed for the financial planning process, information about transactions between you and third parties, and information from consumer reporting agencies, e.g., credit reports. We use this information to help you meet your personal financial goals.

With your written permission, we disclose limited information to attorneys, accountants, and mortgage lenders with whom you have established a relationship. You may opt out from our sharing information with these nonaffiliated third parties by notifying us at any time by telephone, mail, fax, email, or in person. With your permission, we share a limited amount of information about you with your brokerage firm in order to execute securities transactions on your behalf.

We maintain a secure office to ensure that your information is not placed at unreasonable risk. We employ a firewall barrier, secure data encryption techniques and authentication procedures in our computer environment.

We do not provide your personal information to mailing list vendors or solicitors. We require strict confidentiality in our agreements with unaffiliated third parties that require access to your personal information, including financial service companies, consultants, and auditors. Federal and state securities regulators may review our company records and your personal records as permitted by law.

Personally identifiable information about you will be maintained while you are a client, and for the required period thereafter that records are required to be maintained by federal and state securities laws. After that time, information may be destroyed. We will notify you in advance if our privacy policy is expected to change. We are required by law to deliver this Privacy Notice to you annually, in writing.

In the event that Northstar Financial Management, Inc. or an employee thereof is subject to a disciplinary hearing by a relevant governing professional group Northstar Financial Management, Inc. may breach client privacy in order to explain situations or actions under review by said governing professional group.

Item 19- Requirements for State Registered Advisers

Principal Executive Officers

The Principal executive officers of Northstar Financial Management, Inc.. are

- Kaitlin Jones – President

Graduated from Whitworth University in 2010 with a B.A. in Speech Communications and received a Master's degree from Montana State University in Family Financial Planning in 2015. She is a Certified Financial Planning Professional with the CFP® Board and is an Enrolled Agent enrolled to practice before the IRS. From 2012-2017 she was an Associate at HRC Wealth Management, LLC and has been president of Northstar Financial Management, Inc.. since 2017.

- Mark Mooring – Chief Compliance Officer

Graduated from the United States Naval Academy in 2008 with a B.S. in Political Science. He was a Naval Officer from 2008-2019 and Joined Northstar Financial Management, Inc. in 2019.

- Charlotte Jones – Chief Operations Officer

Graduated from Willamette University in 1998 with a B.A. in History and received a Master's degree from Harvard University in Business Administration in 2006. She was a Business Analyst at Deloitte Consulting from 1998-2000, a Client Development Manager at CBS MarketWatch from 2000-2004, a Director of Marketing at Microsoft from 2006-2014, a Vice President of Marketing at Outerwall from 2014-2016, a Senior Director of Product at FTD, Inc from 2016-2018, and Director of Product at Intuit, Inc. from 2018-2020. She has been Chief Operating Officer at Northstar Financial Management, Inc 2020 - Present

Active Business Other Than Investment Advice

Besides Investment advice, Kaitlin Jones also actively engages in

- Tax Preparation – will provide limited income tax services to clients of Northstar Financial Management, Inc. We expect the activity to be limited to 30 hours per week for an eight-week period from February to March of each year. This is not expected to materially impact her ability to provide investment services. We see no material conflict of interest as a result of those services performed.
- Bookkeeping and Accounting Consultation – will provide consultation on bookkeeping and accounting systems on request for clients of Northstar Financial Management, Inc. We expect the activity to be limited to 15 hours when engaged by a client but no more than 4 times per year. We do not expect this to materially impact the ability to provide his investment services. We see no material conflict of interest as a result of those services performed.

- Financial Planning – will provide full and limited scope financial planning for existing and new clients of Northstar Financial Management, Inc. This activity is expected to encompass 60 hours per month.
- Divorce Planning -- assisting individuals and attorneys to create divorce plans, understand property division ramifications, and project income and expenses pursuant to divorce
- Estate Administration- helping clients to probate and manage the assets of their estates pursuant to their will and other legal documents.

Besides Investment advice, Mark Mooring also actively engages in

- Tax Preparation – will provide limited income tax services to clients of Northstar Financial Management, Inc. We expect the activity to be limited to 30 hours per week for an eight-week period from February to March of each year. This is not expected to materially impact his ability to provide investment services. We see no material conflict of interest as a result of those services performed.
- Bookkeeping and Accounting Consultation – will provide consultation on bookkeeping and accounting systems on request for clients of Northstar Financial Management, Inc. We expect the activity to be limited to 15 hours when engaged by a client but no more than 4 times per year. We do not expect this to materially impact the ability to provide his investment services. We see no material conflict of interest as a result of those services performed.
- Financial Planning – will provide full and limited scope financial planning for existing and new clients of Northstar Financial Management, Inc. This activity is expected to encompass 60 hours per month.

Besides investment advice, Charlotte Jones also actively engages in

- Tax Preparation – will provide limited income tax services to clients of Northstar Financial Management, Inc. We expect the activity to be limited to 30 hours per week for an eight-week period from February to March of each year. This is not expected to materially impact her ability to provide investment services. We see no material conflict of interest as a result of those services performed.
- Bookkeeping and Accounting Consultation – will provide consultation on bookkeeping and accounting systems on request for clients of Northstar Financial Management, Inc. We expect the activity to be limited to 15 hours when engaged by a client but no more than 4 times per year. We do not expect this to materially impact the ability to provide his investment services. We see no material conflict of interest as a result of those services performed.

- Financial Planning – will provide full and limited scope financial planning for existing and new clients of Northstar Financial Management, Inc. This activity is expected to encompass 60 hours per month.

Performance Based Fees

Kaitlin Jones does not accept performance-based fees.

Mark Mooring does not accept performance-based fees.

Charlotte Jones does not accept performance-based fees

Arbitration and Legal Claims

Northstar Financial Management, Inc. has not been involved in an award or otherwise been found liable in any arbitration claims.

Kaitlin Jones has not been involved in an award or otherwise been found liable in any arbitration claims.

Mark Mooring has not been involved in an award or otherwise been found liable in any arbitration claims.

Charlotte Jones has not been involved in an award or otherwise been found liable in any arbitration claims.

Northstar Financial Management, Inc. has not been involved in an award or otherwise been found liable in a proceeding.

Kaitlin Jones has not been involved in an award or otherwise been found liable in a proceeding.

Mark Mooring has not been involved in an award or otherwise been found liable in a proceeding.

Charlotte Jones has not been involved in an award or otherwise been found liable in a proceeding.

Northstar Financial Management, Inc. has not been a subject of a bankruptcy petition

Kaitlin Jones has not been a subject of a bankruptcy petition.

Mark Mooring has not been a subject of a bankruptcy petition.

Charlotte Jones has not been a subject of a bankruptcy petition.

Relationships or Professional Arrangements

Northstar Financial Management, Inc.. maintains no relationship or arrangement with any issuers of securities.

Kaitlin Jones maintains no relationship or arrangement with any issuers of securities.

Mark Mooring maintains no relationship or arrangement with any issuers of securities.

Charlotte Jones maintains no relationship or arrangement with any issuers of securities.

Northstar Financial Management, Inc. will reasonably disclose all material conflicts of interest.

Kaitlin Jones will reasonably disclose all material conflicts of interest.

Mark Mooring will reasonably disclose all material conflicts of interest.

Charlotte Jones will reasonably disclose all material conflicts of interest.

Business Continuity Plan

Northstar Financial Management, Inc. will maintain a Business Continuity Plan in its Sharefile records to ensure it meets existing fiduciary responsibilities in the event of incapacitation, dissolution, or death of the investment advisor or its representatives.

**Item 1 – Cover Page
Brochure Supplement
(Part 2B of Form ADV)**

**Northstar Financial Management, Inc.
110 South Main Street
Moscow, Idaho 83843
(208)810-4938 phone
(208)810-4952 fax
IARD adviser #287594**

This brochure supplement provides information about David Jones and Kaitlin Jones that supplements the Northstar Financial Management, Inc.. brochure. You should have received a copy of that brochure. Please contact Kaitlin Jones if you did not receive Northstar Financial Management Inc's brochure or if you have any questions about the contents of this supplement.

Additional information about these representatives is available on the SEC's website at www.adviserinfo.sec.gov.

Included representatives:

Kaitlin C. Jones CRD # 6267907
Mark A. Mooring CRD # 7201615
Charlotte M. Jones CRD # 7295993

Original Filing – February 10, 2021

Kaitlin C. Jones, CFP®, MS, EA, CDFA®

Item 2 - Educational Background:

- Date of birth: 1987
- Graduated from Whitworth University in 2010 with a B.A. in Speech Communications.
- Master's degree from Montana State University in Family Financial Planning in 2015
- Obtained her Certified Financial Planner® designation in 2015

Business Experience:

- Events Coordinator Heart of the Arts 2011-2012
- Associate of Hayden Ross, PLLC 2012-2015
- Associate of HRC Wealth Management LLC from 2012-2017.
- Associate of Northstar Financial Management, Inc. from 2017 to Present.

Item 3 - Disciplinary Information:

There have been no legal or supervisory events with regards to Kaitlin C. Jones

Kaitlin Jones has not been involved in a criminal or civil action in a domestic, foreign or military court, an administrative proceeding before the SEC, any other federal regulatory agency, state regulatory agency, or foreign financial regulator authority, and/or a self-regulatory organization proceeding.

Item 4 - Other Business Activities:

- Enrolled Agent – will provide limited income tax services to clients of Northstar Financial Management, Inc.. We expect the activity to be limited to 30 hours per week for an eight-week period from February to March of each year. We do not expect this to materially impact the ability to provide his investment services. We see no material conflict of interest as a result of those services performed.
- Bookkeeping and Accounting Consultation – will provide consultation on bookkeeping and accounting systems on request for clients of Northstar Financial Management, Inc.. expect the activity to be limited to 15 hours when engaged by a client but no more than 4 times per year. We do not expect this to materially impact the ability to provide his investment services. We see no material conflict of interest as a result of those services performed.
- Financial Planning – will provide full and limited scope financial planning for existing and new clients of Northstar Financial Management, Inc.. This activity is expected to encompass 60 hours per month.

- Divorce Planning- assisting individuals and attorneys to create divorce plans, understand property division ramifications, and project income and expenses pursuant to divorce
- Estate Administration- helping clients to probate and manage the assets of their estates pursuant to their will and other legal documents.

Item 5 - Additional Compensation:

No other compensation will be provided to Kaitlin C. Jones for services provided except that provided by Northstar Financial Management, LLC.

Item 6 - Supervision

Kaitlin C. Jones is supervised by Mark A. Mooring, Chief Compliance Officer. He reviews Kaitlin's work through frequent office interactions as well as remote interactions. He also reviews Kaitlin's activities through our client relationship management system.

Mark A. Mooring contact information: Phone 208-810-4938 e-mail mmooring@nsfmanagement.com

Item 7 – Requirements for State Registered Advisers

Kaitlin C. Jones has not been involved in an award or otherwise been found liable in any arbitration claims.

Kaitlin C. Jones has not been involved in an award or otherwise been found liable in a proceeding.

Kaitlin C. Jones has not been a subject of a bankruptcy petition.

Mark A. Mooring

Item 2 - Educational Background:

- Date of birth: 1985
- Graduated from the United States Naval Academy in 2008

Business Experience:

- Naval Aviator 2008-2019
- Associate of Northstar Financial Management from 2019 to Present

Item 3 - Disciplinary Information:

There have been no legal or supervisory events with regards to Mark A. Mooring.

Mark A. Mooring has not been involved in a criminal or civil action in a domestic, foreign or military court, an administrative proceeding before the SEC, any other federal regulatory agency, state regulatory agency, or foreign financial regulator authority, and/or a self-regulatory organization proceeding.

Item 4 - Other Business Activities:

- Tax Preparation – will provide limited income tax services to clients of Northstar Financial Management, Inc.. We expect the activity to be limited to 30 hours per week for an eight-week period from February to March of each year. We do not expect this to materially impact his ability to provide his investment services. We see no material conflict of interest as a result of those services performed.
- Bookkeeping and Accounting Consultation – will provide consultation on bookkeeping and accounting systems on request for clients of Northstar Financial Management, Inc. expect the activity to be limited to 15 hours when engaged by a client but no more than 4 times per year. We do not expect this to materially impact his ability to provide his investment services. We see no material conflict of interest as a result of those services performed.
- Financial Planning – will provide full and limited scope financial planning for existing and new clients of Northstar Financial Management, Inc. This activity is expected to encompass 60 hours per month.

Item 5 - Additional Compensation:

No other compensation will be provided to Mark A. Mooring for services provided except that provided by Northstar Financial Management, LLC.

Item 6 - Supervision

Mark A. Mooring is supervised by Kaitlin C. Jones, Corporate President. She reviews Mark's work through frequent office interactions as well as remote interactions. She also reviews Mark's activities through our client relationship management system.

Kaitlin C. Jones contact information: Phone 208-810-4938 e-mail kaitie@outlook.com.

Item 7 – Requirements for State Registered Advisers

Mark A. Mooring has not been involved in an award or otherwise been found liable in any arbitration claims.

Mark A. Mooring has not been involved in an award or otherwise been found liable in a proceeding.

Mark A. Mooring has not been a subject of a bankruptcy petition.

Charlotte M. Jones, MBA

Item 2 - Educational Background:

- Date of birth: 1976
- Graduated from Willamette University in 1998 with a B.A. in History
- Master's degree from Harvard University in Business Administration in 2006

Business Experience:

- Business Analyst at Deloitte Consulting 1998-2000
- Client Development Manager at CBS MarketWatch 2000-2004
- Director of Marketing at Microsoft 2006-2014
- Vice President of Marketing at Outerwall 2014-2016
- Senior Director of Product at FTD, Inc 2016-2018
- Director of Product at Intuit, Inc 2018-2020
- Associate of Northstar Financial Management Northstar Financial Management, Inc 2020 - Present

Item 3 - Disciplinary Information:

There have been no legal or supervisory events with regards to Charlotte M. Jones.

Charlotte M. Jones has not been involved in a criminal or civil action in a domestic, foreign or military court, an administrative proceeding before the SEC, any other federal regulatory agency, state regulatory agency, or foreign financial regulator authority, and/or a self-regulatory organization proceeding.

Item 4 - Other Business Activities:

- Tax Preparation – will provide limited income tax services to clients of Northstar Financial Management, Inc. We expect the activity to be limited to 30 hours per

week for an eight-week period from February to March of each year. We do not expect this to materially impact the ability to provide his investment services. We see no material conflict of interest as a result of those services performed.

- Bookkeeping and Accounting Consultation – will provide consultation on bookkeeping and accounting systems on request for clients of Northstar Financial Management, Inc. expect the activity to be limited to 15 hours when engaged by a client but no more than 4 times per year. We do not expect this to materially impact the ability to provide his investment services. We see no material conflict of interest as a result of those services performed.
- Financial Planning – will provide full and limited scope financial planning for existing and new clients of Northstar Financial Management, Inc. This activity is expected to encompass 60 hours per month.

Item 5 - Additional Compensation:

No other compensation will be provided to Charlotte M. Jones for services provided except that provided by Northstar Financial Management, LLC.

Item 6 - Supervision

Charlotte M. Jones is supervised by Kaitlin C. Jones, Corporate President. She reviews Charlotte's work through frequent office interactions as well as remote interactions. She also reviews Charlotte's activities through our client relationship management system.

Kaitlin C. Jones contact information: Phone 208-810-4938 e-mail kaitie@outlook.com.

Item 7 – Requirements for State Registered Advisers

Charlotte M. Jones has not been involved in an award or otherwise been found liable in any arbitration claims.

Charlotte M. Jones has not been involved in an award or otherwise been found liable in a proceeding.

Charlotte M. Jones has not been a subject of a bankruptcy petition.