

FIRM BROCHURE (Part 2A and 2B of Form ADV)

For

Maddock Financial LLC

CRD#107122

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03/25/2021

This brochure provides information about the qualifications and business practices of Maddock Financial LLC. If you have any questions about the contents of this brochure, please contact us at 303-793-3700 or bmaddock@maddockfinancial.com. 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.

This brochure also provides information about Bradly C. Maddock, that supplements the Maddock Financial LLC brochure. Additional information about Bradly C. Maddock, is available on the SEC's website at www.adviserinfo.sec.gov.

Material Changes

As of 03/31/2021 Mark Schumacher CFA is no longer an Investment Advisory Representative for Maddock Financial LLC.

There are no other material changes since our last update of our firm brochure on 03/30/2020

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Item 4 Advisory Business:

HISTORY & OWNERSHIP - Maddock Financial has been an investment advisor and financial planning firm since 1988. We became a limited liability corporation (LLC) in 2002. Bradley C. Maddock is the principal owner of the firm and it is a private company.

ADVISORY SERVICES - We develop and implement investment strategies and financial plans based on our client's individual needs and objectives. Most of our accounts are managed on a discretionary basis. Discretionary basis means Maddock Financial LLC can buy or sell securities without client approval. Non-discretionary basis means we will consult with the client before any securities are bought or sold. There are times when clients impose restrictions on what we can purchase or sale but restrictions are rare, usually for tax purposes and must be agreed to in writing. We usually develop a financial plan for each client and review the plan every 1-2 years or as needed. The cost to develop and monitor the financial plan is discussed with the client prior to any financial planning work. The fee may be billed on an hourly basis (\$200 per hour) or it may be included in the asset management fee. The Firm also provides pension consulting services for employers and is usually compensated by an asset management fee that ranges from 0.10 to 0.40%.

As of 12/31/2020 we managed \$120,522,142 in total assets, with \$93,644,562 in discretionary assets and \$26,877,580 of non-discretionary assets for approximately 95 clients made up of mostly families and business clients.

Item 5 Fees and Compensation:

Clients may pay us for our advisory and financial planning services in the following ways:

- ☐ ☐ Initial account setup fees - \$250
- ☐ ☐ Hourly consulting fees - \$200 per hour
- ☐ ☐ Asset management fees - .10%-1.10% per annum

The client can choose to have their account setup fees and financial planning fees billed to the client or deducted from a client account. Asset management fees are deducted directly from our client's portfolio on a quarterly basis unless the client requests to pay by check. The client's custodian is notified of the fee to be deducted and the custodian will send clients a quarterly statement showing all disbursements and management fees. Clients receive a fee invoice with their quarterly portfolio statement which states the value of their portfolio, the percentage of the fee, the dollar amount of the fee and the billing period. Asset management fees are billed in advance and will be refunded to our client if they terminate our services before the end of a quarter on a prorated basis. The fee is based on the account value at the end of each quarter (3/31,6/30,9/30,12/31). Fees are negotiable.

Some clients that meet the SEC's minimum financial standards of \$2 million net worth or \$1 million of assets under management with us, have a quality based asset management fee contract which allows us to reduce our quarterly fee if certain performance benchmarks are not achieved. Performance-based compensation may create an incentive for the adviser to recommend an investment that may carry a higher degree of risk to the client. Fees range from 0.10-1.10%. See above paragraph for details of when fees are due and how clients pay these fees.

Other Fees - Clients will incur additional fees, such as trading commissions, annual custodian fees, and expenses from mutual funds, annuity funds and trust companies. See item 12 of this brochure for a description of brokerage practices

We do not receive compensation from the purchase, sale or recommendation of securities or investment products.

Item 6 Performance-Based Fees and Side-By-Side Management:

Quality Based Fee Contract

As mentioned in item 5 some clients choose our quality based fee contract. Under this contract, clients have an asset management fee which could be reduced or waived if certain performance benchmarks are not attained. Unlike some performance-based fee contracts we do not share in the profits above the benchmark. Our fee can go down if performance is below benchmark but it does not increase if we outperform. Performance-based compensation may create an incentive for the adviser to recommend an investment that may carry a higher degree of risk to the client.

Item 7 Types of Clients:

We provide investment and financial planning advice to individuals, families, trusts, estates, pensions, profit sharing plans, and corporations. We currently have a \$500,000 new household account minimum which we may waive under certain circumstances or for family members of current clients.

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

We use a number of methods of analysis to determine appropriate asset allocation and security selection including:

Charting Analysis
Fundamental Analysis
Technical Analysis
Cyclical Analysis

The main sources of information we use:

- (1) Financial newspapers and magazines
- (2) Inspections of corporate activities
- (3) Annual reports, prospectuses, filings with the Securities and Exchange Commission
- (4) Research materials prepared by others
- (5) Company press releases
- (6) Corporate rating services

Investment strategies we use to implement any investment advice given to clients include:

- (1) Long term purchases
- (2) Short term purchases
- (3) Trading (securities sold within 30 days)
- (4) Short sales
- (5) Margin transactions
- (6) Options - buying and selling

Risk of Loss:

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

- Each investment strategy the Firm uses, involves various levels of material risks as noted in the client's management fee contract
- Depending on the client's investment strategy, the Firm can use leveraged and inverse ETFs which can involve significant or unusual risks
- Most leveraged and inverse ETF prospectuses state that said positions are not designed to be held for more than one day at a time. There are significant risks associated with holding said securities for periods of time greater than what the prospectuses state the products were designed to be held. The firm may hold these securities for periods of much longer than 1 day based on the firm's outlook for markets, which may result in a significant loss in the particular inverse or leveraged ETF investment.

REVIEWS: Managed accounts are reviewed daily. Financial planning accounts are reviewed annually. The calendar is the triggering factor. Accounts at other money managers are reviewed when we receive statements-usually quarterly.

REVIEWERS: Bradly Maddock reviews all client accounts

Item 9 Disciplinary Information: None to report

Item 10 Other Financial Industry Activities and Affiliations: None to report

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

CODE of ETHICS - We have a code of ethics that all employees must abide by. A complete copy of our code of ethics is available upon request.

PERSONAL TRADING:

Employees may buy or sell securities that we recommend to clients and this is a conflict. We try to mitigate this conflict by purchasing shares at the same time. The exception would be with thinly traded securities. Purchases of thinly traded securities can only be done after we have determined that client trades have not caused price movements that would give the employees preferential trade execution.

Item 12 Brokerage Practices:

Maddock Financial LLC attempts to employ trading practices that, over time, are equitable to all clients. Clients wishing to implement our advice are free to select any broker they wish. Since allowing clients to choose another custodian, we may be unable to achieve most favorable execution of client transactions. Those wishing for us to recommend a broker will get a recommendation based on the brokers costs, skills, reputation, dependability and compatibility with the clients, and never upon a financial arrangement between us and the recommended broker. We have a detailed best execution policy and a current copy is available upon request. Currently Charles Schwab & Co waives the cost of certain software and research expenses for us, this affects all clients with accounts at Charles Schwab on an equal basis. Clients may pay commissions (or markups or markdowns) higher than those charged by other broker-dealers.

We aggregate the purchase and sale of securities so all clients receive the same execution price and one trading commission. In the rare case we cannot purchase or sell the aggregate amount in one day, we allocate to smaller accounts first.

Item 13 Review of Accounts:

Reviews are performed by Bradly Maddock (Senior Financial Advisor) and Mark Schumacher (Senior Financial Advisor). Managed accounts are reviewed daily. Financial planning accounts are reviewed annually. The calendar is the triggering factor. Accounts at other money managers are reviewed when we receive statements-usually quarterly. We send clients quarterly portfolio performance statements.

Item 14 Client Referrals and Other Compensation:

We do not pay anyone to solicit or refer clients to us.

Item 15 Custody:

We provide all our clients with a quarterly performance statement and we urge our clients to compare our statement with the statement they receive from their custodian to make sure they match. There are times when the statements may not match because end of the month trades usually don't settle until 3 days after the trade. We use the trade date on our statement and most custodians don't show the trade until it is settled. We have written instructions from certain clients to move assets between their jointly registered accounts and their individually registered accounts and vice versa, but we do not have a beneficial relationship with the receiving accounts. We also have written authority to deduct our quarterly management fees directly from our client accounts.

Item 16 Investment Discretion:

We manage most of our client accounts on a discretionary basis and some on a non-discretionary basis. Clients give us discretion through written agreements. There are times when clients impose restrictions on what we can purchase or sale but restrictions are rare, usually for tax purposes and must be agreed to in writing.

Item 17 Voting Client Securities:

Clients can choose to vote their own proxy's, but most clients give proxy voting authority to Maddock Financial LLC.

PROXY VOTING POLICY – Per SEC Rule 206(4)-6, an advisor with proxy voting authority is required to monitor corporate activity and vote its proxies on behalf of its clients. We will cast all proxy votes in the best interests of our clients, and will never put our interests ahead of our clients. Any material conflicts will be disclosed and client consent obtained before voting. In voting proxies, we consider many factors, including: corporate governance, accounting policy, management compensation, capital structure, and social and corporate responsibility. Proxy voting records will be maintained for five years. A complete copy of our proxy voting policy and our voting record are available upon written request and this is disclosed to clients in writing annually.

Item 18 Financial Information – Not required at this time.

Part 2B of Form ADV:

**Bradly Curtis Maddock CFP,
Member, Senior Financial Advisor
CRD# 1504900**

Additional information is available on the SEC's website:

www.adviserinfo.sec.gov

Item 19 Requirements for State-Registered Advisors and Part 2B of Form ADV:

Bradly Curtis Maddock, Member, Senior Financial Advisor

Educational Background

Born 1962

1984 BSBA in Finance from the University Central Florida

CFP - Certified Financial Planner designation from College for Financial Planning since 1991

Business Background

For the past 36 years has been a financial advisor

1985-1988 Union Central Life-as an employee

1988-2002 Maddock Financial - as owner

2002-present Maddock Financial LLC-as member

Disciplinary Information

Mr. Maddock has never been subject to any disciplinary actions.

Other Business Activities

None


Supervision

Mr. Maddock is subject to all Maddock Financial LLC compliance policies and the Maddock Financial LLC Code of Ethics.

Professional Certifications

CERTIFIED FINANCIAL PLANNER™

Currently Bradly C Maddock of Maddock Financial LLC have earned the certification of CERTIFIED FINANCIAL PLANNER™ that is required to be explained in further detail.

CFP®, CERTIFIED FINANCIAL PLANNER™ and  are certification marks owned by Certified Financial Planner Board of Standards Inc. (CFP Board), which can help you identify financial planners who are committed to competent and ethical behavior when providing financial planning. Individuals certified by CFP Board have taken the extra step to demonstrate their professionalism by voluntarily submitting to the rigorous CFP® certification process that includes demanding education, examination, experience and ethical requirements.

CFP® Certification Requirements

Education: CFP® professionals must develop their theoretical and practical financial planning knowledge by completing a comprehensive course of study at a college or university offering a financial planning curriculum approved by CFP Board. Other options for satisfying the education component include submitting a transcript review or previous financial planning-related course work to CFP Board for review and credit, or showing the attainment of certain professional designations or academic degrees.

Examination: CFP® practitioners must pass a comprehensive two-day, 10-hour CFP® Certification Examination that tests their ability to apply financial planning knowledge in an integrated format. Based on regular research of what planners do, the exam covers the financial planning process, tax planning, employee benefits and retirement planning, estate planning, investment management and insurance.

Experience: CFP® professionals must have three years minimum experience in the financial planning process prior to earning the right to use the CFP® certification marks. As a result, CFP® practitioners possess financial counseling skills in addition to financial planning knowledge.

Ethics: As a final step to certification, CFP® practitioners agree to abide by a strict code of professional conduct, known as CFP Board's *Code of Ethics and Professional Responsibility*, that sets forth their ethical responsibilities to the public, clients and employers. CFP Board also performs a background check during this process, and each individual must disclose any investigations or legal proceedings related to their professional or business conduct.

Ongoing Certification Requirements: Once certified, CFP® practitioners are required to maintain technical competence and fulfill ethical obligations. Every two years, they must complete a minimum 30 hours of continuing education to stay current with developments in the financial planning profession and better serve clients. Two of these hours are spent studying or discussing CFP Board's *Code of Ethics or Practice Standards*.