

**Form ADV Part 2B (Brochure Supplement)
For Gabriel J. Markiz, MSFP, CPA/PFS, CFP®
CRD# 4673290**

**For Portland Financial Advisors, Inc., dba Markiz Wealth Management
March 24, 2021**

Item 1: Cover Page

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This brochure supplement provides information about Gabriel Markiz that supplements Portland Financial Advisors, Inc., dba Markiz Wealth Management's ("MWM's" or the "Firm's") Firm Brochure.

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

Item 2: Educational Background and Business Experience

Gabriel J. Markiz (“Mr. Markiz”) received his Bachelor of Science in Accounting from California State University – Northridge in 1983 and earned his CPA certificate in 1985. Gabe attained the Certified Financial Planner™ (CFP®) designation in 2002 and a Master of Science Degree in Financial Planning in 2011 from the College for Financial Planning.

Gabe’s business experience spans over 35 years of service, 32 of those years in his own firm and prior senior positions at Ernst & Whinney and Arthur Young.

Professional Certifications

Certified Financial Planner (CFP®):

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 75,000 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 **Code of Ethics and Standards of Conduct**, a set of documents outlining the ethical and standards of Conduct 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:

- 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 Conduct***, to maintain competence and keep up with developments in the financial planning field; and
- Ethics – Renew an agreement to be bound by the ***Standards of 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.

NAPFA Registered Financial Advisor:

The National Association of Personal Financial Advisors (NAPFA), is an association of fee-only financial advisors who have a fiduciary responsibility to their clients. Certification requirements include:

- Completion of the CFP® requirements as set forth by the CFP Board.
- Completion of 60 hours of continuing education every two years.
- Successfully pass the Candidate Fitness Standards and background check.
- Adhere to the NAPFA Fiduciary Oath, Standards of Membership and Affiliation, and Bylaws.
- Signed Code of Ethics which includes agreeing to abide by the Standards of Conduct.

Certified Public Accountants (CPA):

Certified Public Accountants are licensed by the state and authorized by the state to practice public or private accounting. CPA licensing requirements in Oregon include:

- 150 semester hours of education including a bachelor degree with 24 semester hours in accounting and 24 semester hours in accounting and/or related subjects.
- Successful completion of the Uniform Certified Public Accountant Examination (Uniform CPA Exam).
- Minimum 12-month work experience requirement under the direct supervision of a qualified licensee, while demonstrating competency in accounting, attest, compilation, management advisory, financial advisory, tax or consulting skills.
- Successful completion of an approved ethics course.
- Completion of 80 hours of continuing education every two years including 4 hours of ethics.
- Additionally, all American Institute of Certified Public Accountants (AICPA) members are required to follow a rigorous *Code of Professional Conduct* which requires that they act with integrity, objectivity, due care, competence, fully disclose any conflicts of interest (and obtain client consent if a conflict exists), maintain client confidentiality, disclose to the client any commission or referral fees, and serve the public interest when providing financial services.

Personal Financial Specialist (PFS):

The PFS credential demonstrates that an individual has met the minimum education, experience and testing required of a CPA in addition to a minimum level of expertise in personal financial planning. The PFS credential is administered through the [AICPA](#). To attain the PFS credential:

- A candidate must hold an unrevoked CPA license.
- Fulfill 3,000 hours of personal financial planning business experience.
- Complete 80 hours of personal financial planning CPE credits.
- Pass a comprehensive financial planning exam and be an active member of the AICPA.
- Complete 60 hours of financial planning CPE credits every three years.
- A PFS credential holder is required to adhere to AICPA's *Code of Professional Conduct* and is encouraged to follow AICPA's *Statement on Responsibilities in Financial Planning Practice*.

Item 3: Disciplinary Information

Mr. Markiz possesses no disciplinary history required to be disclosed by the U.S. Securities and Exchange Commission, the Oregon Department of Consumer and Business Services or the State of Washington Department of Financial Institutions.

Item 4: Other Business Activities

Mr. Markiz is a shareholder and employee of Gabriel J. Markiz, CPA, PC, an affiliated accounting and tax firm located in the same offices as MWM. Approximately 20% of Gabe's compensation and time is devoted to the services of Gabriel J. Markiz, CPA, PC. While Mr. Markiz devotes as much time to the business and affairs of MWM as is necessary to perform his duties, having this outside business activity may at times create a conflict of interest as Mr. Markiz's obligations to this outside business takes time away from his duties performed for MWM. Mr. Markiz will, when appropriate recommend MWM clients utilize the services of Gabriel J. Markiz, CPA, PC for their accountancy needs. There are no direct fees paid to MWM or Mr. Markiz for such referrals. However, should clients of MWM choose to engage Gabriel J. Markiz, CPA, PC, Mr. Markiz will receive normal compensation for his respective role as an accountant with Gabriel J. Markiz, CPA, PC. Additionally, as Mr. Markiz is the owner of Gabriel J. Markiz, CPA, PC, he shares in profits of Gabriel J. Markiz, CPA, PC. The additional receipt of compensation creates a conflict of interest in that Mr. Markiz has a financial incentive to recommend Gabriel J. Markiz, CPA, PC to MWM clients as opposed to other accounting firms. In order to mitigate these conflicts, they are disclosed to clients of MWM at the time of their engagement with the Firm - mainly through the delivery of the Firm's Disclosure Brochure and applicable Brochure Supplements. Further, MWM Clients are made aware that they are under no obligation to utilize Gabriel J. Markiz, CPA, PC for their accounting needs, and are free to select any accountant of their choosing.

Mr. Markiz is a member of the American Institute of Certified Public Accountants (AICPA), the Oregon Society of Certified Public Accountants (OSCPA), the New York State Society of Certified Public Accountants (NYSSCPA), National Association of Personal Financial Advisors (NAPFA) and the Financial Planning Association (FPA).

Item 5: Additional Compensation

Outside of his ordinary compensation earned from his position with MWM, as described in Item 4 above, Mr. Markiz also receives normal and customary fees for his services and ownership to Gabriel J. Markiz, CPA, PC, an accountancy firm. Please see Item 4 above for additional information and conflicts related to the receipt of such compensations.

Item 6: Supervision

Mr. Markiz is the majority owner of MWM. As such, Mr. Markiz is responsible for all advice provided to clients. Mr. Markiz may be contacted at (503) 805-3485.

Item 7: Requirements for State Registered Advisers

Additional Disciplinary Information

As disclosed in Item 3 above, Mr. Markiz has no disciplinary or legal information to disclose. Specifically, Mr. Markiz has not (1) paid an award or otherwise been found liable in an arbitration claim alleging damages in excess of \$2,500, involving any of the following: (i) an investment or an investment-related business or activity; (ii) fraud, false statement(s), or omissions; (iii) theft, embezzlement, or other wrongful taking of property; (iv) bribery, forgery, counterfeiting, or extortion; or (v) dishonest, unfair, or unethical practices; or (2) paid an award or otherwise been found liable in a civil, self-regulatory organization, or administrative proceeding involving any of the following: (i) an investment or an investment-related business or activity; (ii) fraud, false statement(s), or omissions; (iii) theft, embezzlement, or other wrongful taking of property; (iv) bribery, forgery, counterfeiting, or extortion; or (v) dishonest, unfair, or unethical practices.

Bankruptcy Information

Mr. Markiz has not been the subject of any bankruptcy proceedings.