



Financial & Tax Architects, Inc.
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Form ADV Part 2B
Gordon Haave

This brochure supplement provides information about Gordon Haave that supplements Financial & Tax Architects, Inc.'s brochure. You should have received a copy of that brochure. Please contact Steve Frontczak, Chief Legal Officer if you did not receive Financial & Tax Architects, Inc.'s brochure or if you have any questions about the contents of this supplement.

Additional information about Gordon Haave (CRD #4919955) is available on the SEC's website at www.adviserinfo.sec.gov.

March 31, 2021

Brochure Supplement (Part 2B of Form ADV)

Gordon Haave, CFA®

Executive Officer – President and Chief Investment Officer

- Year of birth: 1973

Item 2 Educational Background and Business Experience

Educational Background:

- Columbia University; Bachelors – Economics; 05/1995
- University of Oklahoma; Masters – Business Administration; 12/2003

Professional Certifications:

Chartered Financial Analyst (CFA®). The Chartered Financial Analyst designation is awarded by the CFA Institute. CFA certification requirements include the following:

- Hold a bachelor's degree from an accredited institution or have equivalent educational or work experience.
- Successful completion of all three exam levels of the CFA Program.
- Have 48 months of acceptable professional work experience in the investment decision-making process.
- Fulfill society requirements, which vary by society. Unless you are upgrading from affiliate membership, all societies require two sponsor statements as part of each application; these are submitted online by your sponsors.
- Agree to adhere to and sign the Member's Agreement, a Professional Conduct Statement, and any additional documentation requested by CFA Institute.

Business Experience:

- Financial and Tax Architects, Inc.; Investment Advisor Representative; 11/2016 – Present
- BHFM, LLC; Managing Member/Partner; 02/2019 – Present
- BHFM Media, LLC; Managing Member/Partner; 01/21 – Present
- Coinrush Ltd.; Director; 03/2018 – Present
- Universal Fusion Ltd; Director; 02/2017 – Present
- Universal Fusion Capital LLC; Director; 02/2017 – Present
- Agora Trust Ltd.; Managing Director; 12/2013 – Present
- Self-employed; 06/2013 – 12/2013
- Raydar International; President; 02/2011 – 06/2013
- Self-employed; 11/2009 – 02/2011

Item 3 Disciplinary Information

- Criminal or Civil Action: None to report.
- Administrative Proceeding: None to report.

- Self-Regulatory Proceeding: None to report.

Item 4 Other Business Activities

Gordon Haave is a managing member and partner in BHFM, LLC and BHFM Media, LLC.

BHFM, LLC: BHFM, LLC is an affiliate of FTA. BHFM is an insurance field marketing organization ("FMO"). A FMO acts as a wholesaler of insurance products, including annuities, to independent insurance agents across the country. Some of the independent insurance agents who use BHFM's wholesaler services also participate in FTA's Managed Money Program. BHFM receives a sales commission direct from the insurance or annuity underwriter for product sales made by agents using its wholesale services. The wholesale sales commissions paid to BHFM are in addition to the sub-advisory fees charged by FTA to participating IA Firms. BHFM provides sales training and support to insurance agents and IAR's from participating IA Firms. BHFM does not charge additional fees for those services.

BHFM, Media, LLC: BHFM Media provides commercial and digital marketing support to BHFM agents. This support includes purchasing radio advertising time and digital ad placement. Other services include radio and video production, and script writing for radio programs or podcasts. BHFM Media charges a fee for its services in addition to its sub-advisory fee for IA Firms.

Mr. Haave is a licensed insurance agent in the state of Missouri. Mr. Haave spends less than 1% of his time is spent in his insurance practice. In that capacity, he will provide advice on various insurance products. Mr. Haave only sells insurance products in states where he is holds an insurance license.

Mr. Haave is the Managing Director of Agora Trust, the Director at Universal Fusion Ltd and the Director at Universal Fusion Capital LLC, and a Director at Coinrush Ltd. These companies do not have commingled clients and are not in the financial services business.

Item 5 Additional Compensation

Mr. Haave does not receive any performance-based fees.

Mr. Haave receives additional compensation from BHFM, LLC and BHFM Media, LLC and is a licensed insurance agent. Mr. Haave receives additional compensation for his role as the Managing Director of Agora Trust. Mr. Haave does not himself sell directly to FTA clients, but BHFM receives commission revenue from the sale of insurance products by insurance agents associated with BHFM.

Item 6 Supervision

Steve Frontczak is the Chief Compliance Officer of FTA. Mr. Frontczak reviews the advisory activities of Mr. Haave. He can be reached by phone at (314) 858-1122 or by email at steve@fta-ria.com.