

Item 1 – Cover Page

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This brochure provides information about the qualifications and business practices of F.I.G. Financial Advisory Services, Inc. ("F.I.G. Financial"). If you have any questions about the contents of this brochure, please contact Rick Jurrens (405)844-9826 or rickjurrens@figfinancial.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.

Additional information about F.I.G. Financial is also available on the Internet at www.adviserinfo.sec.gov. You can view our firm's information on this website by searching for our name F.I.G. Financial or our firm CRD number **CRD# 105506**.

*Registration as an investment advisor does not imply a certain level of skill or training.

Item 2 – Material Changes

Since our last required annual amendment was filed in February 2021, we have had the following material changes:

- The firm moved its main office location to the address listed on the cover page of this Disclosure Brochure.

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Item 4 – Advisory Business

F.I.G. Financial Advisory Services, Inc. (“F.I.G. Financial”) is an investment adviser registered with the United States Securities and Exchange Commission (“SEC”) and is a Corporation formed under the laws of the State of Oklahoma.

- Ricky (Rick) T. Jurens is the President and Chief Compliance Officer of F.I.G. Financial.
- F.I.G. Financial initially became registered as an investment advisor in November 1984.

General Description of Primary Advisory Services

The following are brief descriptions of F.I.G. Financial’s primary services. A detailed description of F.I.G. Financial’s services is provided in *Item 5 – Fees and Compensation* so that clients and prospective clients can review the description of services and description of fees in a side-by-side manner.

F.I.G. Financial provides Asset Management Services and Financial Planning for clients. Asset Management Services are provided on an ongoing, fee-based, contractual basis. For Asset Management clients, information is collected regarding their risk tolerance, short and long term goals, and existing investments to be managed (if any). A personalized investment portfolio is then developed and implemented based on this information. Financial Planning services are provided on a complimentary basis to our asset management clients.

Asset Management Services - F.I.G. Financial provides advisory services in the form of Asset Management Services. Asset Management Services involve providing clients with continuous and ongoing supervision over client accounts. This means that F.I.G. Financial will continuously monitor a client’s account and make trades in client accounts when necessary.

Financial Planning Services - F.I.G. Financial provides advisory services in the form of financial planning services. Financial planning services do not involve the active management of client accounts, but instead focuses on a client’s overall financial situation. Financial planning can be described as helping individuals determine and set their long-term financial goals, through investments, tax planning, asset allocation, risk management, retirement planning, and other areas. The role of a financial planner is to find ways to help the client understand his/her overall financial situation and help the client set financial objectives.

F.I.G. Financial utilizes eMoney Advisors, a web-based financial and wealth planning system. Clients electing to use eMoney will benefit from a variety of available programs, including:

- Planning Center (allowing unlimited scenario planning);
- Retirement Income Planning;
- Vault (storage for client documents such as wills, insurance policies, etc.);
- Financial Connections (allowing aggregation of multiple accounts with daily updating of linked accounts); and
- Alerts to upcoming deadlines and important events, as well as other various topics, services.

If you elect to use eMoney you will be provided with a unique username and password and will be able to monitor your portfolio values, view balances, run various financial reports, and store/view important papers and documents.

Educational Seminars/Workshops

F.I.G. Financial occasionally provides seminars/workshops in areas such as financial planning, retirement planning, estate planning, college planning and charitable planning or other relevant financial topics. Seminars/ workshops are always offered on an impersonal basis and do not focus on the individual needs of participants.

Limits Advice to Certain Types of Investments.

F.I.G. Financial provides investment advice on the following types of investments:

- No-Load (i.e. no commission) and Load-Waived (i.e. commission waived) Mutual Fund Shares
- Exchange-listed securities (i.e. stocks)
- Securities traded over-the-counter (i.e. stocks)
- Fixed income securities (i.e. bonds)
- Closed-End Funds and Exchange Traded Funds (ETFs)
- Foreign Issues
- Corporate debt securities (other than commercial paper)
- Certificates of deposit
- Municipal securities
- United States government securities

F.I.G. Financial does not provide advice on warrants, commercial paper, options contracts, future contracts on tangibles and intangibles, hedge funds and other types of private (i.e. non-registered) securities.

When providing asset management services, F.I.G. Financial typically constructs each client's account holdings primarily using mutual funds and listed equities to build diversified portfolios. Portfolios are created based on your risk tolerance and our expectations of market behavior. We may modify our investment strategy to accommodate special situations such as low basis stock, legacy holdings, inheritances, closely held businesses, collectibles, or special tax situations.

(Please refer to Item 8 – Methods of Analysis, Investment Strategies and Risk of Loss for more information.)

Tailor Advisory Services to Individual Needs of Clients

F.I.G. Financial's services are provided based on the individual needs of each client. This means, for example, that you are given the ability to impose restrictions on the accounts we manage for you, including specific investment selections and sectors. We work with each client on a one-on-one basis through interviews and questionnaires to determine the client's investment objectives and suitability information.

Client Assets Managed by F.I.G. Financial

The amount of client assets managed by F.I.G. Financial totaled \$127,016,071 as of December 31, 2020. \$127,016,071 is managed on a discretionary basis and \$0 is managed on a non-discretionary basis.

Item 5 – Fees and Compensation

In addition to the information provide in *Item 4 – Advisory Business*, this section provides additional details regarding our firm's services along with descriptions of each service's fees and compensation arrangements. The fees charged to a client do not take into consideration any capital gain or appreciation of assets a client may realize.

Financial Planning

Our Financial Planning Services are provided on a complimentary basis to our asset management clients.

Asset Management

Asset Management services are available to clients for formal, ongoing, portfolio management, with portfolio reporting on a periodic basis, typically calendar quarter end.

The fee schedule for Asset Management Accounts is as follows:

<u>Assets Under Management</u>	<u>Annual Fee Percentage</u>
\$0 - 99,999	2.20%
On the next \$150,000	1.55%
On the next \$250,000	1.20%
On the next \$500,000	.85%
On the next \$4,000,000	.60%
On the next \$5,000,000	.45%
\$10,000,000 and up	Negotiated

The fee for Asset Management is billed to the client on a quarterly basis in arrears in accordance with the above fee schedules, based on the average daily balance of assets under management during the previous calendar quarter. Fees charged for our asset management services may be waived or reduced for employees of the advisor and their immediate family members. Fees may also be negotiated under certain circumstances. The asset management fees to be charged for our services will be specified in your asset management agreement and/or addendum if different from above schedule.

Fees for our investment management services are divided and billed quarterly in arrears based on the value of the account at the end of the previous calendar quarter. For the initial quarter of asset management services, the first quarter's fees are calculated on a pro rata basis upon the number of days and average account value for the period that services were provided. Fees are generally deducted directly from the client's account. Clients must provide written authorization to the qualified custodian permitting our fees to be paid directly from the client's account held by the qualified custodian. At end of each calendar quarter the custodian holding the client account(s) will send a statement to the client showing the amount of the fee, the value of the client's assets upon which the fee is based.

We will also send a bill to the custodian detailing the amount of the fee to be paid by the custodian to us. Upon our discretion, clients may pay fees directly to us. For clients that pay directly, payment is due upon receipt of the billing statement from F.I.G. Financial.

Held-Away Asset Services

In an effort to provide comprehensive wealth management, we offer advice, as requested by Clients, on held-away assets. This includes those held outside F.I.G. Financial's primary custodian, such as an employer-sponsored 401(k), 403(b) account, 529 account, separately managed accounts, as well as mutual funds, hedge funds, and other alternative investments held directly with the fund manager or trusts.

F.I.G. Financial has entered into an agreement with ByAllAccounts (an independent service provider to financial services firms), to provide data gathering from online financial sources, data normalization, and data integration to include client assets held outside of our primary custodian into our account management platform. ByAllAccounts and F.I.G. Financial Services are not affiliated.

Under this service we will provide ongoing monitoring and guidance, and fully integrate held-away assets into the client's total portfolio. Held-away services include, but are not limited to, guiding a client on security transactions and helping rebalance held-away portfolios. Held-away assets will be included in our performance and statement reporting.

Fee Schedule for Held-Away Assets

Annual Fee

0.45%

Annual fees for the Held Away Asset services are in addition to any asset management fees charged based upon the Asset Management Fee Schedule reference above and are divided and billed quarterly, in arrears based on the average daily balance of assets under management during the previous calendar quarter. Fees accumulate daily and are billed at the end of each calendar quarter. The quarterly fee is billed to an account managed by F.I.G. Financial designated by client. Market valuations and fee calculations will be audited by F.I.G. Financial in association with ByAllAccounts, LLC. Fees will be prorated based on the number of days that services are provided when an account is established or terminated at any time other than the beginning of a calendar quarter.

Any transaction, custodial, or services fees charged by the custodians of held-away assets are the responsibility of the client and are separate and distinct from the management fees charged by F.I.G. Financial.

F.I.G. Financial is not assuming custody of held-away assets. Clients will be responsible for any fees or charges imposed by custodians and/or administrators as a result of recommendations made by us on held-away assets.

Client will be responsible to bear the entire cost of any transaction fees (if applicable), including, but not limited to, ticket charges, transaction costs/fees, and IRA/Custodian fees in addition to the regular asset management fees. F.I.G. and/or our representatives may receive service fees earned from products, such as commissions from insurance contracts in addition to the regular asset management fees. F.I.G. shall charge a pro-rata fee based on the number of days deposited or withdrawn funds were actually under management for the billing period.

Asset management services provided to clients include portfolio design using an asset allocation approach to investment management, periodic reviews and reports, as well as individual interaction as necessary. The Asset Management contract can be terminated at any time with a thirty (30) day written notice by either party.

Educational Seminars/Workshops

No fees are charged for seminars. However, if we are hired by larger groups, such as corporations, we reserve the right to charge fees to cover the expenses incurred by us for presenting the seminars. In this case, all fees and payment provisions will be fully disclosed to you prior to the seminar being presented.

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

Item 6 is not applicable to this Disclosure Brochure because F.I.G. Financial does not charge or accept performance-based fees. Performance-based fees are fees based on a share of capital gains or capital appreciation of the assets held within a client's account.

Item 7 – Types of Clients

F.I.G. Financial generally provides investment advice to the following types of clients:

- Individuals
- High-Net Worth Individuals
- Trusts, estates, charitable organizations or associations.
- Corporations or business entities other than those listed above

Minimum Investment Amounts Required

There are no minimum investment amounts or conditions required for establishing an account managed by F.I.G. Financial. All clients are required to execute an agreement for services in order to establish a client arrangement with F.I.G. Financial.

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

Methods of Analysis

F.I.G. Financial uses the following methods of analysis in formulating investment advice:

Value-Based - F.I.G. Financial's investment thesis is built from a valuation-based approach. This predominantly applies to individual equity positions that may be held in client portfolios. Many financial ratios may be used through this process in varying ways. F.I.G. Financial will use items such as Total Enterprise Value, Net Debt, EBITDA, Cash Flow Per Share, Operating Income, Total Equity, Market Cap, Total Assets, Invested Capital, FFO (if applicable), Net and Gross PP&E, Capex, Free Cash Flow among many others to help analyze securities. When looking at valuation, F.I.G. Financial uses several techniques, which some of these include:

Relative: Relative analysis compares a certain security to those that are deemed as peers. Relative analysis also tries to take into effect the differences between peers, such as differing margins, returns, net debt, and much more in order to build a clearer picture whether one security seems undervalued when compared to another.

Absolute: Absolute analysis typically isolates a security's valuation in terms of returns or investment alone, not compared or related to another. However, it could include processes such as Sum of Parts analysis, which itself may be derived by other metrics or valuations.

Historical: Historical analysis may be done on a relative or absolute basis, but it is observing historical valuations compared to the present time. It tries to also take into account varying macro and micro economic factors, as well as industry and peer comparisons.

F.I.G. Financial is involved in providing a general overview of a client's total financial condition which is typically in traditional financial planning practices. A recommendation may state a client should diversify their holdings, for example and invest in a growth mutual fund for possible long-term growth, rather than be invested heavily in cash. F.I.G. Financial may also assist employee benefit plans and their fiduciaries in the selection of appropriate investment objectives and define funding goals for the plan. A client's risk tolerance is considered when designing and investment strategy to meet the client's goals.

Investment Strategies

F.I.G. Financial uses the following investment strategies when managing client assets and/or providing investment advice:

Long term purchases. Investments held at least a year.

Short term purchases. Investments sold within a year.

Trading. Investments sold within 30 days.

Tactical asset allocation. Allows for a range of percentages in each asset class (such as Stocks = 40-50%). These are minimum and maximum acceptable percentages that permit the investor to take advantage of market conditions within these parameters. Thus, a minor form of market timing is possible, since the investor can move to the higher end of the range when stocks are expected to do better and to the lower end when the economic outlook is bleak.

Strategic asset allocation. Calls for setting target allocations and then periodically rebalancing the portfolio back to those targets as investment returns skew the original asset allocation percentages. The concept is akin to a "buy and hold" strategy, rather than an active trading approach. Of course, the strategic asset allocation targets may change over time as the client's goals and needs change and as the time horizon for major events such as retirement and college funding grow shorter.

Duration Targeting. Within an allocation of bonds, specific durations could be targeted, to allow for greater or lesser exposure to interest rate movements.

F.I.G. Financial works closely with the clients developing an overall written financial plan emphasizing maximum use of current income and to create long term capital appreciation with prudent financial planning techniques. Each plan is prepared with the client's goals in mind covering retirement, insurance needs, investments, taxes and estate distribution.

Use of Primary Method of Analysis or Strategy

F.I.G. Financial's primary strategy may involve the frequent trading of securities. The frequent trading of securities may have a positive or negative impact on investment performance. Performance from active trading can be lowered due to an increase in brokerage and other transaction costs (if applicable).

F.I.G. Financial's primary methods of analysis and primary trading strategies are value-based for individual securities and risk-based for other investments. Some of the risks involved with using these methods are detailed below.

Risk of Loss

Past performance is not indicative of future results. Therefore, you should never assume that future performance of any specific investment or investment strategy will be profitable. Investing in securities (including stocks, mutual funds, and bonds) involves risk of loss. Further, depending on the different types of investments there may be varying degrees of risk. You should be prepared to bear investment loss including loss of original principal.

Because of the inherent risk of loss associated with investing, our firm is unable to represent, guarantee, or even imply that our services and methods of analysis can or will predict future results, successfully identify market tops or bottoms, or insulate you from losses due to market corrections or declines. There are certain additional risks associated when investing in securities through our investment management program.

- Market Risk – Either the stock market as a whole, or the value of an individual company, goes down resulting in a decrease in the value of client investments. This is also referred to as systemic risk.
- Equity (stock) market risk – Common stocks are susceptible to general stock market fluctuations and to volatile increases and decreases in value as market confidence in and perceptions of their issuers change. If you held common stock, or common stock equivalents, of any given issuer, you would generally be exposed to greater risk than if you held preferred stocks and debt obligations of the issuer.
- Company Risk. When investing in stock positions, there is always a certain level of company or industry specific risk that is inherent in each investment. This is also referred to as unsystematic risk and can be reduced through appropriate diversification. There is the risk that the company will perform poorly or have its value reduced based on factors specific to the company or its industry. For example, if a company's employees go on strike or the company receives unfavorable media attention for its actions, the value of the company may be reduced.
- Fixed Income Risk. When investing in bonds, there is the risk that issuer will default on the bond and be unable to make payments. Further, individuals who depend on set amounts of periodically paid income face the risk that inflation will erode their spending power. Fixed-income investors receive set, regular payments that face the same inflation risk.
- ETF and Mutual Fund Risk – When investing in an ETF or mutual fund, you will bear additional expenses based on your pro rata share of the ETF's or mutual fund's operating expenses, including the potential duplication of management fees. The risk of owning an ETF or mutual fund generally reflects the risks of owning the underlying securities the ETF or mutual fund holds. Clients will also incur brokerage costs when purchasing ETFs.

- **Management Risk** – Your investment with our firm varies with the success and failure of our investment strategies, research, analysis and determination of portfolio securities. If our investment strategies do not produce the expected returns, the value of the investment will decrease.

Item 9 – Disciplinary Information

Item 9 is not applicable to this Disclosure Brochure because there are no legal or disciplinary events that are material to a client's or prospective client's evaluation of our business or integrity.

Item 10 – Other Financial Industry Activities and Affiliations

F.I.G. Financial is **not** and does **not** have a related company that is a:

1. Investment company or other pooled investment vehicle (including a mutual fund, closed-end investment company, unit investment trust, private investment company or "hedge fund," and offshore fund),
2. Other investment adviser or financial planner,
3. Futures commission merchant, commodity pool operator, or commodity trading advisor,
4. Banking or thrift institution,
5. Accountant or accounting firm,
6. Lawyer or law firm,
7. Pension consultant,
8. Real estate broker or dealer, or
9. Sponsor or syndicator of limited partnerships.

While F.I.G. Financial does not sell products or services other than investment advice, our associated persons may sell other products or provide other services outside of their roles with F.I.G. Financial. F.I.G. Financial provides financial planning and asset management services as its principal business.

We estimate that our advisors spend 90% of the time on general asset management and financial planning other than securities advice.

Insurance Activities

You may work with your investment adviser representative in his or her separate capacity as an insurance agent. When acting in this separate capacity as an insurance agent, the investment adviser representative may sell, for commissions, general disability insurance, life insurance, annuities, and other insurance products to you. As such, your investment adviser representative in their separate capacity as an insurance agent may suggest that you implement recommendations of F.I.G. Financial by purchasing disability insurance, life insurance, annuities, or other insurance products. This receipt of commissions creates an incentive for the representative to recommend those products for which your investment adviser representative will receive a commission in their separate capacity as an insurance agent. Consequently, the advice rendered to you could be biased. You are under no obligation to implement any insurance or annuity transaction through your investment adviser representative.

Associated Persons Ownership of Unaffiliated Investment Adviser

Samuel Jurrens an investment adviser representative of F.I.G. Financial is also serving in the capacity of an owner and investment manager of Carlson Ridge Capital. F.I.G. Financial and Carlson Ridge Capital are not affiliated. The activities of Carlson Ridge are completely separate and not related to the activities of F.I.G. Financial in any manner.

Item 11 – Code of Ethics, Participation in Client Transactions and Personal Trading

Code of Ethics Summary

F.I.G. Financial has adopted a Code of Ethics (“the Code”) which sets forth standards of business conduct and requires compliance with the federal securities laws. F.I.G. Financial’s Code acts as a reminder to employees that F.I.G. Financial’s responsibility to its clients is to provide effective and proper professional investment management advice based upon unbiased independent judgment and to set standards for employee conduct in those situations where conflicts of interest are most likely to arise. The Code also incorporates procedures that allow F.I.G. Financial to monitor employee activity for compliance with the Code.

F.I.G. Financial’s Code of Ethics will be provided in its entirety to any client or prospective client upon requested. The following is a summary of the key provisions of the Code:

1. Scope – The Code covers all directors, officers, partners, employees, and any other persons who provide advice on behalf of F.I.G. Financial and who are under F.I.G. Financial’s supervision and control (collectively referred to as “Supervised Persons”). A sub-category of Supervised Persons known as Access Persons are subject to personal securities reporting as described below. Access Persons include all Supervised Persons who have access to nonpublic information regarding clients’ securities transactions and portfolio holdings or who are involved in making investment decisions or recommendations for client accounts.

2. General Principles – The Code contains a Statement of General Principles summarized as follows: F.I.G. Financial is dedicated to providing effective and proper professional investment management services to its clients and depends upon a high level of public and client confidence for its success. That confidence can be maintained only if F.I.G. Financial Supervised Persons observe the highest standards of ethical behavior in the performance of their duties. F.I.G. Financial has the obligation to exercise its authority for the benefit of its clients, to place the interest of its clients first and to refrain from having outside interest that conflict with the interests of its clients. F.I.G. Financial and its Supervised Persons must avoid any circumstances that might adversely affect or appear to affect F.I.G. Financial’s duty of complete loyalty to clients.

3. Personal Securities Trading – All Access Persons are subject to trading restrictions. Such restrictions include a requirement that F.I.G. Financial pre-approve certain personal securities transactions. In addition, Access Persons must report their personal securities transactions quarterly and personal securities holdings annually.

4. Code of Conduct – The Code contains a Code of Conduct designed to reflect F.I.G. Financial commitment to ethical conduct. It covers a number of topics including conflict of interest, compliance with legal and regulatory requirements, confidentiality of client information, gifts and entertainment, political contributions,

board directorships and outside business activities. F.I.G. Financial also maintains separate Insider Trading Policies and Procedures.

5. Code Violations – The Code requires that all Supervised Persons report any actual or apparent violation of the Code and provides for a prohibition on retaliation against any person who reports such violations. Appropriate sanctions are included for Code violations.

Compliance Oversight - F.I.G. Financial's Chief Compliance Officer, Rick T. Jurens is responsible for compliance oversight of F.I.G. Financial's Code of Ethics.

Affiliate and Employee Personal Securities Transactions Disclosure

F.I.G. Financial or associated persons of the firm may buy or sell for their personal accounts, investment products identical to those recommended to clients. This creates a conflict of interest. It is the express policy of F.I.G. Financial that all persons associated in any manner with our firm must place clients' interests ahead of their own when implementing personal investments. F.I.G. Financial and its associated persons will not buy or sell securities for their personal account(s) where their decision is derived, in whole or in part, by information obtained as a result of employment or association with our firm unless the information is also available to the investing public upon reasonable inquiry. In order to minimize this conflict of interest, securities recommended by F.I.G. Financial are widely held and publicly traded.

We are now and will continue to be in compliance with applicable state and federal rules and regulations. To prevent conflicts of interest, we have developed written supervisory procedures that include personal investment and trading policies for our representatives, employees and their immediate family members (collectively, associated persons):

- Associated persons cannot prefer their own interests to that of the client
- Associated persons cannot purchase or sell any security for their personal accounts prior to implementing transactions for client accounts
- Associated persons cannot buy or sell securities for their personal accounts when those decisions are based on information obtained as a result of their employment, unless that information is also available to the investing public upon reasonable inquiry
- Associated persons are prohibited from purchasing or selling securities of companies in which any client is deemed an "insider"
- Associated persons are discouraged from frequent personal trading
- Associated persons are generally prohibited from serving as board members of publicly traded companies unless an exception has been granted F.I.G. Financial's Chief Compliance Officer.

The conflict of interest in these transactions is stated fully in the client agreement, which is signed by the client prior to paying any fees or receiving any investment advisory services. Some associated persons may invest in programs such as limited partnerships or equities that the Corporation may render advice to clients about, and the Corporation makes full disclosure in advance if any associated person has made such an investment to the knowledge of the Corporation. In the unlikely event that the interests of F.I.G. Financials' account would happen to correspond with an advisory client's interests, full disclosure would be made to such client at once.

It is further noted F.I.G. Financial is in and shall continue to be in total compliance with The Insider Trading and Securities fraud Enforcement Act of 1988. Specifically, a F.I.G. Financial has adopted a firm wide policy statement outlining insider trading compliance by F.I.G. Financial and our associated persons and other

employees. This statement has been distributed to all associated persons and other employees of F.I.G. Financial and has been signed and dated by each such person. A copy of such firm wide policy is left with such person and the original is maintained in a master file. Further, F.I.G. Financial has adopted a written supervisory procedures statement highlighting the steps which shall be taken to implement the firm wide policy. These materials are also distributed to all associated personal and other employees of F.I.G. Financial, are signed, dated and filed with the insider trading compliance materials. There are provisions adopted for (1) restricting access to files, (2) providing continuing education, (3) restricting and/or monitoring trading on those securities of which F.I.G. Financial's employees may have non-public information, (4) requiring all of F.I.G. Financial's employees to conduct their trading through a specific broker or reporting all transactions quarterly to F.I.G. Financial, and (5) monitoring the securities trading of the firm and its employees.

Item 12 – Brokerage Practices

Clients are under no obligation to act on the financial planning recommendations of F.I.G. Financial. If the firm assists in the implementation of any recommendations, we are responsible to ensure that the client receives the best execution possible.

F.I.G. Financial suggests a trust company or broker through which to transact securities sales, however, the client is under no obligation to implement any recommendations of given advice and has the unrestricted right to choose their own broker.

The accuracy of transactions and speed of executions are a consideration in recommending a broker. The usual broker/dealers/qualified custodians recommended to a client would be E*Trade Advisor Services.

E*Trade Advisor Services provides F.I.G. Financial with access to its trading and custody services, which are typically not available to retail investors. These services generally are available to independent investment advisors on an unsolicited basis, at no charge to them. These services are not contingent upon F.I.G. Financial committing to E*Trade Advisor Services any specific amount of business (assets in custody or trading commissions). E*Trade Advisor Services brokerage services include the execution of securities transactions, custody, research, and access to mutual funds and other investments that are otherwise generally available only to institutional investors or would require significantly higher minimum initial investment.

For F.I.G. Financial's clients' accounts maintained in their custody, E*Trade Advisor Services generally does charge separately for custody services and is may also be compensated by account holders through transaction-related fees for securities trades that are executed through E*Trade Advisor Services or that settle into E*Trade Advisor Services accounts. E*Trade Advisor Services also make available to F.I.G. Financial other products are services that benefit F.I.G. Financial but may not directly benefit clients' accounts. Many of these products and services may be used to service all or some substantial number of F.I.G. Financial' accounts, including accounts not maintained at E*Trade Advisor Services.

E*Trade Advisor Services products and services that assist F.I.G. Financial in managing and administering clients' accounts include software and other technology that (i) provides access to client account data (such as trade confirmations and account statements); (ii) facilitate trade execution and allocate aggregated trade orders for multiple client accounts; (iii) provide research, pricing and other market data; (iv) facilitate payment of F.I.G. Financial' fees from some of its accounts; and (v) assist with back-office functions, recordkeeping and client reporting.

E*Trade Advisor Services may discount or waive fees it would otherwise charge for some of these services or pay all or part of the fees of a third party providing these services to F.I.G. Financial. E*Trade Advisor Services may also provide other benefits such as educational events or occasional business entertainment of F.I.G. Financial personnel. While as a fiduciary, F.I.G. Financial endeavors to act in its clients' best interests, F.I.G. Financial's recommendation that clients maintain their assets in accounts at E*Trade Advisor Services may take into account availability of some of the foregoing products and services and other arrangements not solely on the nature of cost or quality of custody and brokerage services provided by E*Trade Advisor Services, which may create a conflict of interest.

In the event that a client directs F.I.G. Financial to use a particular custodian, F.I.G. Financial may not be authorized to negotiate commissions and may be unable to obtain volume discounts or best execution. In addition, under these circumstances a disparity in commission charges may exist between the commissions charged to clients who direct F.I.G. Financial to use a particular broker or dealer.

F.I.G. Financial's clients do not pay a brokerage commission in excess of the amount that would be charged by another broker in recognition of the value of the brokerage or research services. Standard stock commissions are compared with other brokers in order to determine the reasonableness of the commissions.

Pursuant to IA-1092, the following statement is also made by F.I.G. Financial: (1) Rick Jurrens and Christopher Jurrens may also be associated with various insurance companies. (2) Clients are under no obligation to have F.I.G. Financial or its associated persons implement any suggestions made in a written financial plan. (3) If asked to implement the suggestions of the financial plan, F.I.G. Financial intends to implement such financial planning, in whole or in part through products offered by these companies. (4) To the extent F.I.G. Financial or our associated persons do implement, they will be acting as agents for the insurance companies. (5) If insurance products are sold, commissions may be received by Rick Jurrens and Christopher Jurrens. (6) Clients shall have total freedom to execute securities and/or insurance transactions with any company of their choice.

Rick Jurrens and Christopher Jurrens may sell insurance products and may receive commission income from the sale of such products as an independent contractor with such companies. They may also receive insurance trails, and/or ongoing 'service' fees.

Soft Dollar Benefits

An investment adviser receives soft dollar benefits from a broker-dealer when the adviser receives research or other products and services in exchange for client securities transactions or maintaining an account balance with the broker-dealer.

The products and services F.I.G. Financial receives from E*Trade Advisor Services (referenced above) are available to all investment advisory firms that utilize their services for trade execution and custodial services. Since services provided by E*Trade Advisor Services are not contingent upon F.I.G. Financial processing a certain number of client transactions through their platform or maintaining a specified level of client assets under their custody it does not meet the definition of a traditional soft dollar agreement with a broker-dealer or a third party however it will create a conflict of interest for the firm as explained above.

Handling Trade Errors

F.I.G. Financial has implemented procedures designed to prevent trade errors; however, trade errors in client accounts cannot always be avoided. Consistent with our fiduciary duty, it is the policy of F.I.G.

Financial to correct trade errors in a manner that is in the best interest of the client. In cases where the client causes the trade error, the client will be responsible for any loss resulting from the correction. Depending on the specific circumstances of the trade error, the client may not be able to receive any gains generated as a result of the error correction. In all situations where the client does not cause the trade error, the client will be made whole and any loss resulting from the trade error will be absorbed by F.I.G. Financial if the error was caused by the firm. If the error is caused by the broker-dealer, the broker-dealer will be responsible for handling the trade error. If an investment gain results from the correcting trade, the gain will remain in the client's account unless the same error involved other client account(s) that should also receive the gains and it is not permissible for all clients to retain the gain. F.I.G. Financial may also confer with a client to determine if the client should forego the gain (e.g., due to tax reasons).

F.I.G. Financial will never benefit or profit from trade errors.

Block Trading Policy

F.I.G. Financial typically executes transactions for client accounts by purchasing or selling the same securities for several clients at approximately the same time. This process is referred to as aggregating orders, batch trading or block trading and is used by our firm when F.I.G. Financial believes such action may prove advantageous to clients. When F.I.G. Financial aggregates client orders, the allocation of securities among client accounts will be done on a fair and equitable basis. Typically, the process of aggregating client orders is done in order to achieve better execution, to negotiate more favorable commission rates or to allocate orders among clients on a more equitable basis in order to avoid differences in prices and transaction fees or other transaction costs that might be obtained when orders are placed independently. Under this procedure, transactions will be averaged as to price and will be allocated among our firm's clients in proportion to the purchase and sale orders placed for each client account on any given day. When F.I.G. Financial determines to aggregate client orders for the purchase or sale of securities, including securities in which F.I.G. Financial may invest, we will do so in accordance with the parameters set forth in the SEC No-Action Letter, *SMC Capital, Inc.* It should be noted, F.I.G. Financial does not receive any additional compensation or remuneration as a result of aggregation.

Item 13 – Review of Accounts

Account Reviews and Reviewers

For Asset Management clients, F.I.G. Financial's Investment Advisor Representatives are responsible for performing all client reviews and updates. Each Asset Management account will be reviewed after the end of each calendar quarter, with the client receiving detailed reports showing portfolio valuation as well as investment performance of the portfolio and the individual securities in the portfolio. The number of clients reviewed by each representative will vary, but not exceed 250 per Investment Adviser Representative.

Other portfolio or market data may be included for illustrative, historical, or comparative purposes. These reports and reviews may be conducted in person, in a group setting with other clients, delivered by mail, or by electronic or telephonic transmittal. Performance monitoring and asset allocations are reviewed by F.I.G. Financial on an ongoing basis.

Statements and Reports

Clients will receive statements from the investment company, broker/dealer or money manager at which their account is maintained at least quarterly.

F.I.G. Financial will prepare portfolio position and performance reports for each asset management client on an as needed or as requested basis.

Clients should carefully review those statements and are urged to compare the statements against any reports or correspondence that may be provided directly from F.I.G. Financial. When clients have questions about their account statements, they should contact F.I.G. Financial or the qualified custodian preparing the statement.

Item 14 – Client Referrals and Other Compensation

F.I.G. Financial does not directly or indirectly compensate anybody for client referrals.

Additional Compensation

Some of the custodians we use provide us with access to our institutional trading and custody services, which are typically not available to retail investors. Custodial services include brokerage, custody, research and access to mutual funds and other investments that are otherwise generally available only to institutional investors or would require a significantly higher minimum initial investment.

Some custodians also make available to us other products and services that benefit us but may not benefit our clients' accounts. Some of these other products and services assist us in managing and administering clients' accounts. These include software and other technology that providing access to client account data (such as trade confirmation and account statements); facilitate trade execution (and allocation of aggregated trade orders from multiple client accounts); provide research, pricing information and other market data; facilitate payment of our fees from our clients' accounts; and assist with back-office functions; record-keeping and client reporting. Many of these services generally may be used to service all or a substantial number of our accounts, including accounts not maintained at some custodians. The variety of custodians also make available to us other services intended to help us manage and further develop our business enterprise. These services may include consulting, publications and conferences on practice management, information technology, business succession, regulatory compliance and marketing. In addition, custodians may make available, arrange and/or pay for these types of services rendered to us by independent third party providing these services to us. While as a fiduciary, we endeavor to act in our clients' best interests, and our recommendation that clients maintain their assets in accounts at certain custodians may be based in part on the benefit to us of the availability of some of the foregoing products and services and not solely on the nature, cost or quality of custody and brokerage services provided by the custodian, which will create a conflict of interest.

Rick Jurrens and Christopher Jurrens in their individual capacity as a licensed insurance agent with various insurance companies may receive commissions and other incentive awards including but not limited to, financial assistance or the sponsorship of conferences and educational sessions, marketing support, incentive awards, payment of travel expenses for the recommendation/sale of annuities and other insurance products in their individual capacities as independent insurance agents, in connection with providing investment advice to clients. The receipt of this compensation may affect the judgment of our associated persons when recommending products to clients. While our associated persons endeavor at all times to

put the interest of the client first as a part of our fiduciary duty, clients should be aware that the receipt of commission and additional compensation itself creates a conflict of interest and may affect the judgment of these individuals when making recommendations.

Some of the advice offered by F.I.G. Financial may involve investments in mutual fund products. Load and no-load mutual funds may pay annual distribution charges sometimes referred to as 12(b)-1 fees. You should be aware that these 12(b)-1 fees come from fund assets and thus indirectly from your assets. Receipt of these fees could represent an incentive for registered representatives to recommend funds with 12(b)-1 fees or higher 12(b)-1 fees over funds with no fees or lower fees, therefore creating a conflict of interest. F.I.G. Financial does not receive any 12(b)-1 fees.

F.I.G. Financial from time to time may receive expense reimbursement for travel and/or marketing expenses from distributors of investment and/or insurance products. Travel expense reimbursements are typically a result of attendance at due diligence and/or investment training events hosted by product sponsors. Marketing expense reimbursements are typically the result of informal expense sharing arrangements in which product sponsors may underwrite costs incurred for marketing such as advertising, publishing and seminar expenses. Although receipt of these travel and marketing expense reimbursements are not predicated upon specific sales quotas, the product sponsor reimbursements are typically made by those sponsors for whom sales have been made or it is anticipated sales will be made.

Item 15 – Custody

Custody, as it applies to investment advisors, has been defined by regulators as having access or control over client funds and/or securities. In other words, custody is not limited to physically holding client funds and securities. If an investment advisor has the ability to access or control client funds or securities, the investment advisor is deemed to have custody and must ensure proper procedures are implemented.

F.I.G. Financial is deemed to have custody of client funds and securities whenever F.I.G. Financial is given the authority to have fees deducted directly from client accounts. However, this is the only form of custody F.I.G. Financial will ever maintain. It should be noted that authorization to trade in client accounts is not deemed by regulators to be custody.

For accounts in which F.I.G. Financial is deemed to have custody, the firm has established procedures to ensure all client funds and securities are held at a qualified custodian in a separate account for each client under that client's name. Clients or an independent representative of the client will direct, in writing, the establishment of all accounts and therefore are aware of the qualified custodian's name, address and the manner in which the funds or securities are maintained. Finally, account statements are delivered directly from the qualified custodian to each client, or the client's independent representative, at least quarterly. Clients should carefully review those statements and are urged to compare the statements against reports received from F.I.G. Financial. When clients have questions about their account statements, they should contact F.I.G. Financial or the qualified custodian preparing the statement.

Item 16 – Investment Discretion

Through our asset management services and upon receiving written authorization from a client, F.I.G. Financial will maintain trading authorization over client accounts. Upon receiving written authorization from the client, F.I.G. Financial may implement trades on a **discretionary** basis. When discretionary authority

is granted, F.I.G. Financial will have the authority to determine the type of securities, the amount of securities that can be bought or sold, the broker or dealer to be used, and the commission rates paid for the client's portfolio without obtaining the client's consent for each transaction.

All clients have the ability to place reasonable restrictions on the types of investments that may be purchased in an account. Clients may also place reasonable limitations on the discretionary power granted to our firm so long as the limitations are specifically set forth or included as an attachment to the client agreement.

Item 17 – Voting Client Securities

Starting in May 2012 F.I.G. Financial will vote on your behalf all proxies received for securities held in your account. We have determined that taking on the responsibility for voting client securities adds to value to the services provided to our clients.

Item 18 – Financial Information

This item is not applicable to this brochure. F.I.G. Financial does not require or solicit prepayment of more than \$500 in fees per client, six months or more in advance. Therefore, we are not required to include a balance sheet for our most recent fiscal year. We are not subject to a financial condition that is reasonably likely to impair our ability to meet contractual commitments to clients. Finally, F.I.G. Financial has not been the subject of a bankruptcy petition at any time (*Please refer to Information Required by Part 2B of Form ADV: Brochure Supplement for more information*).

CUSTOMER PRIVACY POLICY NOTICE

We at F.I.G. Financial Advisory Services, Inc. consider the protection of your sensitive personal information to be an important priority. Our privacy policy and practices are designed to support this objective. We want our customers to understand what information we collect and how we use it.

We collect nonpublic personal information about our clients such as you from the following sources:

Information we receive from you on applications and other forms and in personal interviews; Information about your transactions with us, our affiliates or others which we may obtain in writing, during telephone or Internet transactions or from data gathering software; and Responses from your employer, benefit plan sponsor, or association regarding any group products we may provide.

We do not disclose any nonpublic personal information about our customers or our former customers to anyone, except as permitted by law or directed by you.

We restrict access to nonpublic personal information about you to those employees, agents, and third parties who need to know that information to provide products, services, or specific transactions to you. We may be required by law or regulation to disclose information to third parties--for example, in response to a subpoena, to prevent fraud, and to comply with rules of, or inquiries from, industry regulators.

We maintain physical, electronic and procedural safeguards that comply with federal standards to guard your nonpublic personal information. We DO NOT do not sell lists of our customers nor do we disclose customer information to marketing companies.

Since we work with a variety of third parties in providing financial services and products to our clients, we encourage our clients to review the privacy policy of each third-party firm with which a particular client may do business.

If you have any questions regarding this policy, please contact us at 405-844-9826.

Information Required by Part 2B of Form ADV: *Brochure Supplement – Rick T. Jurrens*

The following are responses to each item found in the Form ADV Part 2B instructions.

Item 1 – Cover Page

Rick T. Jurrens
(CRD # 1023293)
F.I.G. Financial Advisory Services, Inc.
14642 Bogert Parkway
Oklahoma City, OK. 73134

Ph.: 405-844-9826

www.figfinancial.com

This brochure supplement provides information about **Rick T. Jurrens** that supplements this Disclosure Brochure. Please contact **F.I.G. Financial Advisory Services, Inc.** if you have any questions about the contents of this supplement.

Additional information about **Rick T. Jurrens** is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 – Educational Background and Business Experience

Ricky T. Jurrens – Born 1955

Educational Background:

Southwestern Oklahoma State University, Weatherford, OK, August 1973 – May 1974

University of Oklahoma, Norman OK, August 1974 – December 1974

American College, Bryn Mawr, PA

- Chartered Life Underwriter (CLU)* - 1980
- Chartered Financial Consultant (ChFC)** - 1985

College for Financial Planning, Denver, CO

- Certified Financial Planner (CFP)*** - 1987

Business Experience:

F.I.G. Financial Advisory Services, President and Investment Advisory Representative

- December 1983 - Present

Ceros Financial Services, Registered Representative

- August 2009 – May 2012

Rydex Financial Services, Registered Representative

- July 2003- August 2009

Item 3 – Disciplinary Information

As previously stated in Item 9 of this Disclosure Brochure, I have never been subject to a reportable legal or disciplinary event.

Item 4 – Other Business Activities

Please refer to Item 10 of this Disclosure Brochure for information regarding my other business activities.

Item 5 – Additional Compensation

Please refer to Items 10, 12 and 14 of this Disclosure Brochure for information regarding additional compensation.

Item 6 – Supervision

Rick T. Jurrens is the President and Chief Compliance Officer of F.I.G. Financial Advisory Services and ultimately responsible for the firm's compliance program including establishing procedures designed to monitor and supervise the activities and services provided by the firm and its supervised persons.

As a part of Mr. Jurrens' supervisory responsibilities he will review all transactions, review all correspondence prior to mailing, review all new account paperwork, oversee all marketing/advertising matters conduct annual compliance meetings, review client performance reports and client position reports, review outside business activities and gift and gratuity reports, and review any complaints that may be received.

Mr. Jurrens' phone number is (405)844-9826.

** The Chartered Life Underwriter (CLU) designation is issued by The American College. A candidate for designation must have 3 years of full-time business experience within the 5 years before the designation is awarded. Candidates must complete 5 core and 3 elective courses and pass a proctored exam for each course. Designates must complete 30 hours of continued education every 2 years.*

*** The Chartered Financial Consultant (ChFC) designation is issued by The American College. A candidate for designation must have 3 years of full-time business experience within the 5 years before the designation is awarded. Candidates must complete 6 core and 2 elective courses and pass a proctored final exam for each course. Designates must complete 30 hours of continuing education every 2 years.*

**** The CERTIFIED FINANCIAL PLANNER™ (CFP®) designation is issued by the CERTIFIED FINANCIAL PLANNER Board of Standards, Inc. It is a voluntary certification recognized by the United States and other countries for its (1) high standard of professional education, (2) stringent code of conduct and standards of practice and (3) ethical requirements governing professional engagements with clients. A candidate for designation must first obtain a Bachelor's Degree from an accredited college or university with courses that included financial planning subject areas (e.g. insurance planning, risk management, employee benefits planning, investment planning, income tax planning, retirement planning and estate planning). Candidates must also have at least 3 years of full-time personal financial planning experience, measured as 2,000 hours per year. CFP® candidates must pass a 2-day comprehensive examination designed to test their ability to correctly diagnose financial planning issues and apply their knowledge to real world circumstances. Candidates must also agree to be bound by the CERTIFIED FINANCIAL PLANNER Board's Standards of Professional Conduct. Anyone earning designation as a CFP® must complete 30 hours of continuing education every two years and renew the agreement to be bound by the Standards of Professional Conduct.*

Information Required by Part 2B of Form ADV: *Brochure Supplement – Sam N. Jurrens*

The following are responses to each item found in the Form ADV Part 2B instructions.

Item 1 – Cover Page

Sam N. Jurrens
(CRD # 5805974)
F.I.G. Financial Advisory Services, Inc.
14642 Bogert Parkway
Oklahoma City, OK. 73134

Phone: 405-844-9826

www.figfinancial.com

This brochure supplement provides information about **Sam N. Jurrens** that supplements this Disclosure Brochure. Please contact **F.I.G. Financial Advisory Services, Inc.** if you have any questions about the contents of this supplement.

Additional information about **Sam N. Jurrens** is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 – Educational Background and Business Experience

Sam N. Jurrens – Born 1988

Educational Background:

University of Oklahoma, Norman OK, BA, Intl Business and Finance, Minor in Chinese, May 2010

CFA Institute

- Chartered Financial Analyst (CFA)* - 2013

College for Financial Planning, Denver, CO

- Certified Financial Planner (CFP)** - 2014

Business Experience:

F.I.G. Financial Advisory Services, Investment Advisory Representative, Chief Investment Officer

- March 2011 to Present

F.I.G. Financial Advisory Services, Research Analyst

- June 2010 - Present

Carlson Ridge Capital, Owner and Investment Manager

- 05/2016 to Present

The Baker Group, Research Analyst

- April 2009 – June 2010

Item 3 – Disciplinary Information

As previously stated in Item 9 of this Disclosure Brochure, I have never been subject to a legal or disciplinary event.

Item 4 – Other Business Activities

Please refer to Item 10 of this Disclosure Brochure for information regarding my other business activities.

Item 5 – Additional Compensation

Other than the fees detailed in Item 5 of this Disclosure Brochure, I receive no other compensation related to advisory services provided to clients.

Item 6 – Supervision

Rick T. Jurrens is the President and Chief Compliance Officer of F.I.G. Financial Advisory Services and ultimately responsible for the firm's compliance program including establishing procedures designed to monitor and supervise the activities and services provided by the firm and its supervised persons.

As a part of Mr. Jurrens' supervisory responsibilities he will review all transactions, review all correspondence prior to mailing, review all new account paperwork, oversee all marketing/advertising matters conduct annual compliance meetings, review client performance reports and client position reports, review outside business activities and gift and gratuity reports, and review any complaints that may be received.

Mr. Jurrens' phone number is (405)844-9826.

**The Chartered Financial Analyst (CFA) designation is issued by the CFA Institute. A candidate for designation must have four years of qualified investment work experience. Candidate must complete three exams and have 48 months of approved work experience (before, at the same time as, or after you prepare for the exam).*

*** The CERTIFIED FINANCIAL PLANNER™ (CFP®) designation is issued by the CERTIFIED FINANCIAL PLANNER Board of Standards, Inc. It is a voluntary certification recognized by the United States and other countries for its (1) high standard of professional education, (2) stringent code of conduct and standards of practice and (3) ethical requirements governing professional engagements with clients. A candidate for designation must first obtain a Bachelor's Degree from an accredited college or university with courses that included financial planning subject areas (e.g. insurance planning, risk management, employee benefits planning, investment planning, income tax planning, retirement planning and estate planning). Candidates must also have at least 3 years of full-time personal financial planning experience, measured as 2,000 hours per year. CFP® candidates must pass a 2-day comprehensive examination designed to test their ability to correctly diagnose financial planning issues and apply their knowledge to real world circumstances. Candidates must also agree to be bound by the CERTIFIED FINANCIAL PLANNER Board's Standards of Professional Conduct. Anyone earning designation as a CFP® must complete 30 hours of continuing education every two years and renew the agreement to be bound by the Standards of Professional Conduct.*

Information Required by Part 2B of Form ADV: *Brochure Supplement – Christopher T. Jurrens*

The following are responses to each item found in the Form ADV Part 2B instructions.

Item 1 – Cover Page

Christopher T. Jurrens
(CRD # 5224678)
F.I.G. Financial Advisory Services, Inc.
14642 Bogert Parkway
Oklahoma City, OK. 73134

Phone: 405-844-9826

www.figfinancial.com

This brochure supplement provides information about Christopher T. Jurrens that supplements this Disclosure Brochure. Please contact F.I.G. Financial Advisory Services, Inc. if you have any questions about the contents of this supplement.

Additional information about Christopher T. Jurrens is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 – Educational Background and Business Experience

Christopher T. Jurrens – Born 1983

Educational Background:

University of Oklahoma, Norman OK, BA, English Literature, December 2005

College for Financial Planning, Denver, CO

- Certified Financial Planner (CFP)** - 2015

Business Experience:

F.I.G. Financial Advisory Services, Director of Operations

- May 2006 to Present

F.I.G. Financial Advisory Services, Investment Advisor Representative, Chief Operating Officer

- March 2014 to Present

Item 3 – Disciplinary Information

As previously stated in Item 9 of this Disclosure Brochure, I have never been subject to a legal or disciplinary event.

Item 4 – Other Business Activities

Please refer to Item 10 of this Disclosure Brochure for information regarding my other business activities.

Item 5 – Additional Compensation

Other than the fees detailed in Item 5 of this Disclosure Brochure, I receive no other compensation related to advisory services provided to clients.

Item 6 – Supervision

Rick T. Jurrens is the President and Chief Compliance Officer of F.I.G. Financial Advisory Services and ultimately responsible for the firm's compliance program including establishing procedures designed to monitor and supervise the activities and services provided by the firm and its supervised persons.

As a part of Mr. Jurrens' supervisory responsibilities he will review all transactions, review all correspondence prior to mailing, review all new account paperwork, oversee all marketing/advertising matters conduct annual compliance meetings, review client performance reports and client position reports, review outside business activities and gift and gratuity reports, and review any complaints that may be received.

Mr. Jurrens' phone number is (405)844-9826.

***** The CERTIFIED FINANCIAL PLANNER™ (CFP®) designation is issued by the CERTIFIED FINANCIAL PLANNER Board of Standards, Inc. It is a voluntary certification recognized by the United States and other countries for its (1) high standard of professional education, (2) stringent code of conduct and standards of practice and (3) ethical requirements governing professional engagements with clients. A candidate for designation must first obtain a Bachelor's Degree from an accredited college or university with courses that included financial planning subject areas (e.g. insurance planning, risk management, employee benefits planning, investment planning, income tax planning, retirement planning and estate planning). Candidates must also have at least 3 years of full-time personal financial planning experience, measured as 2,000 hours per year. CFP® candidates must pass a 2-day comprehensive examination designed to test their ability to correctly diagnose financial planning issues and apply their knowledge to real world circumstances. Candidates must also agree to be bound by the CERTIFIED FINANCIAL PLANNER Board's Standards of Professional Conduct. Anyone earning designation as a CFP® must complete 30 hours of continuing education every two years and renew the agreement to be bound by the Standards of Professional Conduct.***