

Part 2B of Form ADV: *Brochure Supplement*

Valor Investments and Planning LLC

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(484) 546-2522

Jacob A. Millen

March 29, 2023

This brochure supplement provides information about Jacob Millen that supplements the Valor Investments and Planning LLC brochure. You should have received a copy of that brochure. Please contact Jacob Millen at (484) 764-0142 if you did not receive Valor Planning and Investment LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about Jacob Millen is available on the SEC's website at www.adviserinfo.sec.gov searching by his name or his CRD number, 5954316.

Jacob Andrew Millen

Item 2 - Educational Background and Business Experience

Jacob A Millen
Year of Birth: 1988

Education

- Moravian College - *Bachelor of Business Administration, Business Administration and Management, 2011*

Business Experience

- June 2022 – Present: Valor Investments and Planning
Elected Manager; Investment Adviser Representative
- June 2022 – Present: Valor Life and Annuity LLC
Elected Manager; Insurance Producer
- June 2022 – Present: Millen, Blachek, and Associates LLC
Managing Member (company owns Valor Investments and Planning and Valor Life and Annuity)
- January 2019 – Present: The Benefits Group, LLC
Healthcare Strategist, Insurance Producer
- November 2018 – October 2022: Royal Alliance Associates, Inc.
Registered Representative/Investment Adviser Representative
- November 2017– November 2018: Signator Investors, Inc.
Investment Adviser Representative and Registered Representative
- July 2011 – Nov 2017: MetLife Securities Inc./MML Investor Services, LLC
Financial Service Representative

Item 3 - Disciplinary Information

Mr. Millen has no disciplinary or legal events to report in response to this item. Specifically, he has not been involved in:

- A. A criminal or civil action in a domestic, foreign or military court of competent jurisdiction in which he:
 1. Was convicted of, or pled guilty or nolo contendere (“no contest”) to (a) any felony; (b) a misdemeanor that involved investments or an investment-related business, fraud, false statements or omissions, wrongful taking of property, bribery, perjury, forgery, counterfeiting, or extortion; or (c) a conspiracy to commit any of these offenses;
 2. Is the named subject of a pending criminal proceeding that involves an investment-related business, fraud, false statements or omissions, wrongful taking of property, bribery, perjury, forgery, counterfeiting, extortion, or a conspiracy to commit any of these offenses;

3. Was found to have been involved in a violation of an investment-related statute or regulation; or
 4. Was the subject of any order, judgment, or decree permanently or temporarily enjoining, or otherwise limiting, the supervised person from engaging in any investment-related activity, or from violating any investment-related statute, rule, or order
- B. An administrative proceeding before the SEC, any other federal regulatory agency, any state regulatory agency, or any foreign financial regulatory authority in which he:
1. was found to have caused an investment-related business to lose its authorization to do business; or
 2. was found to have been involved in a violation of an investment-related statute or regulation and was the subject of an order by the agency or authority (a) denying, suspending, or revoking the authorization of the supervised person to act in an investment-related business; (b) barring or suspending the supervised person's association with an investment-related business; (c) otherwise significantly limiting the supervised person's investment-related activities; or (d) imposing a civil money penalty of more than \$2,500 on the supervised person.
- C. A self-regulatory organization (SRO) proceeding in which the supervised person:
1. Was found to have caused an investment-related business to lose its authorization to do business; or
 2. Was found to have been involved in a violation of the SRO's rules and was: (i) barred or suspended from membership or from association with other members, or was expelled from membership; (ii) otherwise significantly limited from investment-related activities; or (iii) fined more than \$2,500.
- D. Any other hearing or formal adjudication in which a professional attainment, designation, or license of the supervised person was revoked or suspended because of a violation of rules relating to professional conduct.

Item 4 - Other Business Activities

As indicated in the Business Experience section, Mr. Millen is the elected manager of, and an insurance producer with Valor Life and Annuity LLC, an affiliated insurance agency. He is also associated with The Benefits Group, LLC as an insurance producer and offers healthcare insurance through that entity, though he has no direct or indirect ownership interest in The Benefits Group. He spends approximately 10 hours per week on these other business activities.

Valor Life producers are able to offer a variety of insurance products, including whole life, term life, indexed universal life, disability, long-term care, and annuities. If a client accepts an insurance recommendation and purchases an insurance product through Mr. Millen, both he and Valor Life (or The Benefits Group, if applicable) will earn customary commissions on the sale. This creates a conflict of interest because Mr. Millen has a financial incentive to recommend insurance products based on the commission he stands to earn, rather than based on the client's best interest. We mitigate this conflict by disclosing it, by ensuring that recommendations to advisory clients are consistent with our fiduciary duty, and by notifying clients that they are not required to recommend our recommendation. Further, if they choose to accept it, they may purchase insurance products through other insurance agents not affiliated with Valor Investments and Planning, Valor Life, or The Benefits Group.

Item 5 - Additional Compensation

Mr. Millen's primary compensation is from advisory fees through Valor Investments and Planning and insurance revenues through Valor Life. As an ultimate owner of these entities through his ownership interest in Millen, Blachek, and Associates LLC, Mr. Millen also shares in the profits of these entities and has a financial interest in their overall financial success, including by encouraging sales and the accumulation of assets.

Item 6 - Supervision

Mr. Millen is supervised by Thomas Blachek, the CCO of Valor Investments and Planning. Mr. Blachek can be reached at (484) 546-2522.

Item 7 – Requirements for State-Registered Advisers

Mr. Millen has never been the subject of a bankruptcy petition, nor has he ever been involved in disciplinary events reportable under this section. Specifically, Mr. Millen has not been involved in any event below:

1. An award or otherwise being found liable in an arbitration claim alleging damages in excess of \$2,500, involving any of the following:
 - (a) an investment or an investment-related business or activity;
 - (b) fraud, false statement(s), or omissions;
 - (c) theft, embezzlement, or other wrongful taking of property;
 - (d) bribery, forgery, counterfeiting, or extortion; or (e) dishonest, unfair, or unethical practices.
2. An award or otherwise being found liable in a civil, self-regulatory organization, or administrative proceeding involving any of the following:
 - (a) an investment or an investment-related business or activity;
 - (b) fraud, false statement(s), or omissions;
 - (c) theft, embezzlement, or other wrongful taking of property;
 - (d) bribery, forgery, counterfeiting, or extortion; or
 - (e) dishonest, unfair, or unethical practices.