

# CFP® CERTIFICANT DISCLOSURE FORM (FORM FPE)

## For Use In Financial Planning Engagements

This disclosure form gives information about the CFP® certificant(s) and his/her/their business. This information has not been reviewed, approved or verified by CFP Board or by any governmental or self-regulatory authority. CFP Board does not warrant the specific qualifications of individuals certified to use its marks, nor does it warrant the correctness of advice or opinions provided.

### PART I. GENERAL INFORMATION

(Code reference - Rule 401)

#### A. Business affiliation:

1. I am a Registered Representative with SA Stone Wealth Management Inc., a broker/dealer in Birmingham, AL through which I offer securities.
2. I am an Investment Advisor Representative of SA Stone Investment Advisors Inc., through which I offer investment advisory services including financial planning, investment advice and other advisory services.
3. I am the owner of Pennsylvania Financial Consultants which I founded in 2002 to facilitate my delivery of the above mentioned financial services to my clients.
4. I am also a licensed insurance agent for many insurance companies through which I provide risk management solutions as appropriate for my clients' situation and goals.

#### B. Address:

1. My locations and addresses are:

Physical Location of Administrative office (use for special package delivery only):

110 Lake View Lane  
West Newton, PA 15089

All Other Mailings  
P.O. Box 470  
Madison, PA 15663

Client meetings and conference room (no mail can be received here):

Maple Shade Commons  
1781 Arona Road  
North Huntingdon, PA 15642

2. My email address is [dave@pa-financial.com](mailto:dave@pa-financial.com)
3. My website is [www.PA-Financial.com](http://www.PA-Financial.com)

**C. Telephone number:**

1. Voice (724) 872-6311
2. Fax (724) 872-6998

**D. Information required by all laws applicable to the relationship (e.g., if the CFP® certificant is a registered investment adviser, the disclosure document required by laws applicable to such registration):**

Securities offered through David E. Mickley as a Registered Representative of SA Stone Wealth Management Inc., member FINRA/SIPC. Advisory services offered through SA Stone Investment Advisors Inc. Securities and advisory activities supervised from 2 Perimeter Park South, Suite 500W Birmingham, AL 35243 866-640-702.

I am life and health insurance licensed in the states of Pennsylvania, Ohio, Arizona, Tennessee, Florida, Delaware, Georgia, Michigan, Minnesota, North Carolina, and West Virginia.

I am securities registered in Arizona, California, Delaware, Florida, Georgia, Maryland, Minnesota, North Carolina, New York, Ohio, Pennsylvania, South Carolina, Texas, Virginia and West Virginia.

I am registered as an Investment Advisor Representative in Arizona, California, Delaware, Florida, Georgia, Maryland, North Carolina, Ohio, Pennsylvania, South Carolina, Virginia and West Virginia.

1. I am a Certified Financial Planner™ (CFP). You may view the CFP Code of Ethics and Professional Responsibility at <https://www.cfp.net/certificants/conduct.asp>.
2. I am Certified in Long Term Care (CLTC). You may view the CLTC Code of Professional Responsibility at <http://www.ltc-cltc.com/consumers/cltc-code.html>.

**PART II. MATERIAL INFORMATION RELEVANT TO THE PROFESSIONAL RELATIONSHIP**

(Written disclosures required to be provided prior to the engagement)

(Code reference – Rule 402)

**A. Basic philosophy of the CFP® certificant (or firm) in working with clients:**

My purpose is to assist clients in achieving what is important to them by keeping their values as the central focus of their financial planning. I put my clients' needs before my own while creating detailed financial plans using values based financial planning process. Through this process my clients are able to concentrate on what is important to them and delegate their financial concerns to me. I represent each client with the utmost care and concern for their financial needs.

**B. Philosophy, theory and/or principles of financial planning which will be utilized:**

Principles of financial planning:

I subscribe to the six step method of financial planning described by the Financial Planning Association (FPA). These steps are: (1) Collection and assessment of all relevant personal and financial data, (2) Identification of both financial and personal goals and objectives, (3) Identification of financial problems, (4) The production of a written financial plan, (5) Implementation of the agreed upon recommendations, and (6) Periodic review.

I approach investment advice from an asset allocation strategy basis. My risk assessment process attempts to match a client's risk tolerance and goals to specific portfolio allocation model strategy.

I work with tactical and dynamic asset allocation money managers. These managers will tactically reallocate portfolios between different asset classes with the primary goal being to avoid losses and the secondary goal being to out pace inflation. However, keep in mind that investments are subject to risk, and loss of capital is possible.

Philosophy and theory of financial planning:

1. Each client is unique and their financial planning should reflect this premise.
2. Clients from all walks of life and all stages in life should have access to quality, competent, professional financial advice, on an as-needed basis.
3. Clients deserve to be treated fairly, with compassion and dignity, and their personal information should always be maintained in the strictest of confidence.
4. Clients receive the best financial planning results when the planner has an excellent understanding of the client's values, situation, and goals, which is founded on collaborative two-way communication.
5. Clients have the greatest peace of mind and less apprehension when they are involved in the planning process and monitor their progress over time.
6. Clients are best served by those professionals who are dedicated to high standards, who maintain competency with continuing education, and by working in collaboration with other professionals (CPAs, attorneys, etc.)

**C. Attached to this disclosure form or summarized in the space provided below are résumés of principals and employees of the CFP® certificant's firm who are expected to provide financial planning services:**

1. Educational background:

- St. Vincent College, Latrobe, Pennsylvania: Bachelor of Science Degree, Business Management
- The American College, Bryn Mawr, Pennsylvania: Masters of Science in Financial Services, Chartered Financial Consultant designation, Certificate in Estate Planning and Taxation, Chartered Life Underwriter designation, Certificate in Pensions and Executive Compensation
- Corporation for Long Term Care Certification, Newton, Massachusetts: Certification in Long Term Care
- Certified Financial Planning Board of Standards, Denver, Colorado: Certified Financial Planner™
- Certified Medicaid Planner™

2. Professional affiliation/employment history:

- 1980 – 2007 Provident Mutual, Nationwide Insurance  
1717 Capital Management
- 1980 – 2002 Pennsylvania Financial Group
- 2002 – Present Pennsylvania Financial Consultants
- 2007 – 2014 WRP Investments, Inc.
- 2014 – Present SA Stone Wealth Management Inc.

3. Professional affiliations, certifications and licenses held:

- Member of the Financial Planning Association
- Member of the Estate Planning Council of Pittsburgh
- Author of IT’S YOUR MONEY, Produced by Firestorm Productions© 1993
- Approved Instructor of Continuing Education classes for Pennsylvania Funeral Director Continuing Education
- Instructor for various continuing education classes, Westmoreland County Community College
- Licenses: Life, Accident, Health Insurance – Broker
- Property and Casualty Insurance – Broker
- FINRA Series 7- General Securities
- FINRA Series 24 – Registered Principal
- CFP – Certified Financial Planner®
- ChFC – Chartered Financial Consultant
- CLU – Chartered Life Underwriter
- CLTC – Certified in Long Term Care
- CMP – Certified Medicaid Planner™

**D. Description of the financial planning services to be provided by the CFP® certificant:**

Prior to our initial meeting, you will be provided with a detailed list of documents to gather together to bring to the meeting. It is extremely important that these documents are brought to the initial consultation.

At our first meeting we will explore in depth what is important to you so that I can as fully as possible understand your values. We will then discuss what specific goals you have that require money to achieve including dollar values, dates, and attitudes relative to these goals. Next, we will review what planning you have done to date as well as related documents and basic biographical information. At the end of this initial meeting, I will be able to give you an overview of what I can do for you and how we can work together to help you achieve what is important to you and the fulfillment of your values.

Once you have engaged me to assist you, I will, in most cases, prepare a written financial plan including, but not limited to, areas such as risk management, estate planning, tax planning, debt service, education funding, investment asset allocation strategies, financial independence planning, business continuation planning, and other areas as may be dictated by your specific needs and goals.

At the next meeting, the financial plan will be presented to you. Changes and modifications to the plan may be made as needed throughout the period of time for which services have been engaged (usually one year).

Assistance with implementation of the plan is extremely important. This is an ongoing service that I provide throughout the year and is included with the annual fee.

Regularly updating a financial plan is extremely important. I meet with my clients annually to update their current situation, goals and progress towards those goals. The above noted cycle continues on an annual basis.

**E. Conflict(s) of interest and source(s) of compensation:**

1. Source(s) of compensation:
  - i. Hourly fees, flat fees, asset based fees, and/or commissions. Please see form ADV-Part II for specific program pricing and volume discounts.
  - ii. As insurance products are needed, the insurance company pays me a commission when a policy is issued. Depending on the type of policy renewal, commissions may be paid to me in future years as compensation for servicing the policyholder.

Crump Life Insurance Services and other insurance brokerage services provide competitive market shopping and efficient application processing for my clients' insurance needs.

- iii. I will not receive an investment advisory fee or a commission unless you make use of the financial products recommended by me. You are under no obligation to implement your plan with me.
- iv. I am not an attorney and I do not provide legal advice. However, as part of your financial plan I may recommend that you obtain certain legal documents. Toward this end I can work with your existing legal counsel. As may be needed, I will collaborate with and will work with Hal Fliegelman, Esq and James V. Natale, Esq. depending on your personal needs. As compensation for gathering, organizing and presenting data as needed for preparation of legal and other documents that assist the client and their family in organization and retrieval of pertinent information, these attorneys pay me a fee.

2. Conflicts of interest:

- i. When recommending insurance or investment products to a client, I make every attempt to recommend what I believe will best serve the clients' needs. However, these product solutions can vary relative to compensation; thus, producing potential conflicts of interest.

3. Contingencies or other aspects material to the certificant's compensation:

NONE

**F. Agency or employment relationships:**

1. Material agency or employment relationships with third parties:

- ii. SA Stone Wealth Management Inc is my broker/dealer that provides compliance oversight for the advice given and transactions processed for my clients.
- iii. The certificant is a registered securities principal and office of supervisory jurisdiction manager ("OSJ") with SA Stone Wealth Management Inc., an independent register broker/dealer headquartered in Birmingham, AL. A properly licensed FINRA broker/dealer is required to access the financial markets.

2. Compensation resulting from such agency or employment relationships:

All securities compensation is paid through SA Stone Wealth Management Inc.

**G. Other material information relevant to the professional relationship:**

Existing clients often refer new clients, in which case I generally will send an appreciation gift card to the referring client.

**PART III. ADDITIONAL NOTIFICATION**

- A. As a client or prospective client, you have the right to ask me, as a CFP® certificant, at any time for information about my compensation related to the services I provide you. I will communicate the requested information in reasonable detail as it relates to our financial planning engagement, including compensation derived from implementation. This disclosure of compensation:
1. May be expressed as an approximate dollar amount or percentage or as a range of dollar amounts or percentages;
  2. Shall be made at a time and to the extent that the requested information can be reasonably ascertained;
  3. Will be based on reasonable assumptions, with estimates clearly identified, and;
  4. Will be updated in a timely manner if actual compensation significantly differs from any estimates.
- (Code reference - Rules 402 and 403)
- B. As a CFP® certificant's personal financial planning client, you have the right to receive annually my current SEC Form ADV Part II or the current revision of the disclosure you received when our relationship began. (Code reference - Rule 404)

**I hereby acknowledge receipt of this required disclosure.**

X \_\_\_\_\_  
Signature Date

X \_\_\_\_\_  
Signature Date