

## Form ADV Part 2B

## Dianne M. Webb

Stonebridge Financial Planning Group, LLC 203 Hillcrest Street Orlando, FL 32801 (407) 695-7100

www.stonebridgefpg.com

April 10, 2023

This Brochure Supplement provides information about Dianne M. Webb that supplements the Stonebridge Financial Planning Group, LLC ("Stonebridge") Brochure ("Brochure"). You should have received a copy of that Brochure. Please contact Dianne M. Webb, President/Chief Compliance Officer at (407) 695-7100 or via email at <a href="mailto:dwebb@stonebridgefpg.com">dwebb@stonebridgefpg.com</a> if you did not receive Stonebridge's Brochure or if you have any questions about the contents of this supplement.

Additional information about Dianne M. Webb is available on the SEC's website at <a href="https://www.adviserinfo.sec.gov">www.adviserinfo.sec.gov</a>.

## Item 2 - Educational Background and Business Experience

Dianne M. Webb, CFP®, CDFA®, Enrolled Agent, (CRD #4760887) Date of Birth 1958

### **EDUCATION:**

Certificate of Financial Planning from Florida State University in Tallahassee, FL (2003) Business Administration Bachelor's Degree (BSBA) in Finance from University of Arizona in Tucson, AZ (1980)

### **EMPLOYMENT:**

President/Chief Compliance Officer - Stonebridge Financial Planning Group, LLC (01/2013 to Present)

Registered Representative – Commonwealth Financial Network (03/2022 to Present) Advisor/Partner – Stonebridge Financial Planning Group, LLC (10/2007 to 12/2012) Registered Representative – Triad Advisors, LLC (10/2010 to 02/2022)

### PROFESSIONAL DESIGNATIONS:

CERTIFIED FINANCIAL PLANNER™ Professional (2006) ENROLLED AGENT with the US Treasury Department (2005) CERTIFIED DIVORCE FINANCIAL ANALYST® Professional (2007)

### PROFESSIONAL DESIGNATION DISCLOSURES:

CERTIFIED FINANCIAL PLANNER™ Professional CFP®, and federally registered CFP (with flame design) marks (collectively, the "CFP® marks")

Professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. ("CFP Board").

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 62,000 individuals have obtained CFP® certification in the United States.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

<u>Education</u> – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board's studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor's Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board's financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;

<u>Examination</u> – Pass the comprehensive CFP® Certification Examination. The Examination includes case studies and client scenarios designed to test one's ability to correctly diagnose financial planning issues and apply one's knowledge of financial planning to real world circumstances;

<u>Experience</u> – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and

<u>Ethics</u> – Agree to be bound by CFP Board's Standards of Professional Conduct, a set of documents outlining the ethical and practice standards for CFP<sup>®</sup> professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

<u>Continuing Education</u> – Complete 30 hours of continuing education hours every two years, including two hours on the Code of Ethics and other parts of the Standards of Professional Conduct, to maintain competence and keep up with developments in the financial planning field; and

<u>Ethics</u> – Renew an agreement to be bound by the Standards of Professional Conduct. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

### **Enrolled Agent with the US Treasury Department (2005)**

PROFESSIONAL DESIGNATION DISCLOSURES:

There are two tracks to becoming an enrolled agent. The two tracks are:

**Written examination.** Demonstrate special competence in tax matters by taking a written examination. This track requires that the candidate –

- Apply to take the Special Enrollment Examination (SEE);
- Achieve passing scores on all parts of the SEE;
- Apply for enrollment; and
- Pass a background check to ensure that you have not engaged in any conduct that would justify the suspension or disbarment of an attorney, CPA, or enrolled agent from practice before the IRS.

**IRS experience.** By virtue of past service and technical experience with the IRS qualifies the candidate for enrollment. This track requires that the candidate –

- Possess the years of past service and technical experience specified in Circular 230;
- Apply for enrollment; and
- Pass a background check to ensure that you have not engaged in any conduct that would justify the suspension or disbarment of an attorney, CPA, or enrolled agent from practice before the IRS.

**Qualifying Continuing Education**. To qualify for continuing education credit for an enrolled agent, a course of learning must —

- (A) Be a qualifying program designed to enhance professional knowledge in Federal taxation or Federal tax related matters (programs comprised of current subject matter in Federal taxation or Federal tax related matters, including accounting, tax preparation software and taxation or ethics);
- (B) Be a qualifying program consistent with the Internal Revenue Code and effective tax administration; and
- (C) Be sponsored by a qualifying sponsor.

## Certified Divorce Financial Analyst® (2007)

### PROFESSIONAL DESIGNATION DISCLOSURES:

The Institute of Divorce Financial Analysts<sup>™</sup> offers a credential for financial professionals in the divorce arena. A candidate must successfully complete one comprehensive exam based on the Certified Divorce Financial Analyst Self-Study course, be in good standing with his or her firm, broker/dealer and/or governmental regulation agencies, and complete 15 hours of divorce-related continuing education courses every two years.

To retain the Certified Divorce Financial Analyst<sup>®</sup> designation, a CDFA<sup>®</sup> must obtain 15 hours of Continuing Education (CE) every two years (all of which must be divorce related), remain in good standing with the IDFA<sup>™</sup>, and keep his/her dues current.

The IDFA<sup>™</sup> offers annual conferences – where a candidate can obtain CE credits for the CDFA<sup>®</sup>, and CFP<sup>®</sup> designations. Continuing education can also be obtained by attending divorce-related courses offered by:

- Your Local Bar Association
- Your Financial Planning Association
- Correspondence Courses

- Local CDFA® Continuing Ed Programs
- Collaborative or Mediation Organizations

## **Item 3 – Disciplinary Information**

Stonebridge Financial Planning Group, LLC is required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of Dianne M. Webb. No events have occurred that are applicable to this Item.

### Item 4 - Outside Business Activities

Dianne M. Webb is also a registered representative of Commonwealth Financial Network. In this capacity, she may provide securities brokerage services and implement securities transactions under a commission based arrangement. This practice is a conflict of interest because it gives her an incentive to recommend investment products based on compensation received rather than on the client's needs. She may also receive compensation based upon the sale of investment products. This compensation gives her an incentive to recommend investment products based on the compensation received, rather than on client needs. We manage this conflict of interest by disclosing it here and reviewing the suitability of each proposed transaction that would result in payment of commissions prior to approving said transaction. As a CFP® professional, Ms. Webb must act in your best interest when recommending investment products to you.

As an insurance sales agent, she is licensed to sell life insurance since November 2005 on behalf of various insurance companies through Stonebridge Financial Planning Group, LLC. Ms. Webb receives commission trails on legacy policies sold prior to Stonebridge becoming a state-licensed insurance agency. Ms. Webb does not receive commissions on insurance products sold since then, although Stonebridge receives a commission for the sale of such products. This presents a conflict of interest in that she has an incentive to increase the compensation received by Stonebridge. You are under no obligation to purchase insurance products through any particular insurance agency or IAR and may affect any such transactions where you desire. Insurance products may be available to you elsewhere at lower cost. We manage this conflict of interest by requiring all IARs who are licensed to offer insurance products to our clients to review the potential sale of any products for the purpose of determining adherence to applicable insurance suitability standards and fully disclosing to a client when a particular transaction will result in the receipt of commissions or other associated fees. As a CFP® professional, Ms. Webb must act in your best interest when recommending insurance products to you.

## Item 5 - Additional Compensation

Dianne M. Webb receives an economic benefit from persons other than clients for providing advisory services.

Many of the companies that provide your advisor access to their products and programs provide your advisor with opportunities to receive additional compensation in the form of

marketing and business reimbursements, compensation for client referrals, business development support, payment for travel-related costs and expenses for attending business meetings and conferences, and various forms of gifts and entertainment. Information regarding the compensation paid to your advisor in relation to the products or programs you purchase or use, and their associated conflicts, is generally disclosed in the respective product prospectuses, statements of additional information, product offering documents, client agreements, advisory program brochures, and Stonebridge Financial Planning Group's Form ADV Part 2A brochure.

Commonwealth offers your advisor one or more forms of financial benefits based on your advisor's gross revenue production and total assets under management held at Commonwealth or in Commonwealth's own PPS Program accounts, as well as financial assistance for transitioning from another firm to Commonwealth. Your advisor has the opportunity to receive forgivable or unforgivable loans, enhanced payouts, and discounts, waivers, or credits on transaction, platform, and account fees; technology fees; research package fees, financial planning software fees; administrative fees; brokerage account fees; account transfer fees; and the costs of attending conferences and events. Your advisor also has the opportunity to receive awards and attend certain paid Commonwealth "top producer" trips and entertainment based upon your advisor's total gross revenue production with Commonwealth. These enhanced payouts, discounts, trips, entertainment, and other forms of compensation that your advisor has the opportunity to receive from Commonwealth provide a financial incentive for your advisor to select Commonwealth as broker/dealer or investment adviser for your accounts or to use certain Commonwealth PPS programs over other programs available through Commonwealth or at other firms that do not provide additional compensation.

## Item 6 - Supervision

Stonebridge Financial Planning Group, LLC has adopted, and periodically updates, the compliance manual that outlines for each employee the various rules and regulations they are required to adhere to. Stonebridge has appointed a Chief Compliance Officer who reviews and monitors employee activity with respect to the rules and regulations. In addition, Stonebridge has adopted a Code of Ethics that requires each employee to act in the best interest of clients at all times. Should you have questions related to these activities, please contact Dianne M. Webb, President/Chief Compliance Officer at (407) 695-7100.



## Form ADV Part 2B

# Rebecca Robey

Stonebridge Financial Planning Group, LLC 203 Hillcrest Street Orlando, FL 32801 (407) 695-7100

www.stonebridgefpg.com

April 10, 2023

This Brochure Supplement provides information about Rebecca Robey that supplements the Stonebridge Financial Planning Group, LLC ("Stonebridge") Brochure ("Brochure"). You should have received a copy of that Brochure. Please contact Dianne M. Webb, President/Chief Compliance Officer at (407) 695-7100 or via email at <a href="mailto:dwebb@stonebridgefpg.com">dwebb@stonebridgefpg.com</a> if you did not receive Stonebridge's Brochure or if you have any questions about the contents of this supplement.

Additional information about Dianne M. Webb is available on the SEC's website at <a href="https://www.adviserinfo.sec.gov">www.adviserinfo.sec.gov</a>.

## Item 2 - Educational Background and Business Experience

Rebecca A Robey, CFP<sup>®</sup>, CDFA<sup>®</sup>, BFA<sup>™</sup> (CRD #6368726) Date of Birth 1967

### **EDUCATION:**

Certificate of Financial Planning from Florida State University in Tallahassee, FL (2018) Mathematics Education Bachelor's Degree (BS) from University of Central Florida in Orlando, FL (1988)

### **EMPLOYMENT:**

Financial Advisor – Stonebridge Financial Planning Group, LLC (07/2019 to Present) Registered Representative – Commonwealth Financial Network (03/2022 to Present) Paraplanner FPQP® – Stonebridge Financial Planning Group, LLC (06/2015 to 07/2019) Registered Representative – Triad Advisors, LLC (04/2017 to 02/2022)

### PROFESSIONAL DESIGNATIONS:

CERTIFIED FINANCIAL PLANNER™ Professional (2019)
CERTIFIED DIVORCE FINANCIAL ANALYST® Professional (2019)
BEHAVIORAL FINANCIAL ADVISOR™ (2021)

### PROFESSIONAL DESIGNATION DISCLOSURES:

CERTIFIED FINANCIAL PLANNER™ Professional, CFP®, and federally registered CFP (with flame design) marks (collectively, the "CFP® marks")

Professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. ("CFP Board").

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 62,000 individuals have obtained CFP® certification in the United States.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

<u>Education</u> – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board's studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor's Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board's financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;

<u>Examination</u> – Pass the comprehensive CFP® Certification Examination. The Examination, includes case studies and client scenarios designed to test one's ability to correctly diagnose financial planning issues and apply one's knowledge of financial planning to real world circumstances;

<u>Experience</u> – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and

<u>Ethics</u> – Agree to be bound by CFP Board's Standards of Professional Conduct, a set of documents outlining the ethical and practice standards for CFP<sup>®</sup> professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

<u>Continuing Education</u> – Complete 30 hours of continuing education hours every two years, including two hours on the Code of Ethics and other parts of the Standards of Professional Conduct, to maintain competence and keep up with developments in the financial planning field; and

<u>Ethics</u> – Renew an agreement to be bound by the Standards of Professional Conduct. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

## Certified Divorce Financial Analyst® (2019)

### PROFESSIONAL DESIGNATION DISCLOSURES:

The Institute of Divorce Financial Analysts<sup>™</sup> offers a credential for financial professionals in the divorce arena. A candidate must successfully complete one comprehensive exam based on the Certified Divorce Financial Analyst Self-Study course, be in good standing with his or her firm, broker/dealer and/or governmental regulation agencies, and complete 15 hours of divorce-related continuing education courses every two years.

To retain the Certified Divorce Financial Analyst<sup>®</sup> designation, a CDFA<sup>®</sup> must obtain 15 hours of Continuing Education (CE) every two years (all of which must be divorce related), remain in good standing with the IDFA<sup>™</sup>, and keep his/her dues current.

The IDFA<sup>™</sup> offers annual conferences – where a candidate can obtain CE credits for the CDFA<sup>®</sup>, and CFP<sup>®</sup> designations. Continuing education can also be obtained by attending divorce-related courses offered by:

- Your Local Bar Association
- Your Financial Planning Association
- Correspondence Courses
- Local CDFA® Continuing Ed Programs
- Collaborative or Mediation Organizations

### Behavioral Financial Advisor<sup>™</sup> (2021)

### PROFESSIONAL DESIGNATION DISCLOSURES:

Professional certification mark granted in the United States by Kaplan University. The BFA designation is a voluntary designation; no federal or state law or regulation requires financial planners to hold BFA. To attain the right to use the BFA designation, an individual must satisfactorily fulfill the following requirements:

<u>Education</u> – Complete two courses related to behavioral finance.

<u>Examination</u> – Pass the course exams and the final certification exam that is online, timed and proctored.

<u>Continuing Education</u> – Complete 20 hours of continuing education every two years.

## **Item 3 – Disciplinary Information**

Stonebridge Financial Planning Group, LLC is required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of Rebecca Robey. No events have occurred that are applicable to this Item.

### Item 4 – Outside Business Activities

Rebecca Robey is also a registered representative of Commonwealth Financial Network. In this capacity, she may provide securities brokerage services and implement securities transactions under a commission-based arrangement. This practice is a conflict of interest because it gives her an incentive to recommend investment products based on compensation received rather than on the client's needs. She may also receive compensation based upon the sale of investment products. This compensation gives her an incentive to recommend investment products based on the compensation received, rather than on client needs. We manage this conflict of interest by disclosing it here and reviewing the suitability of each proposed transaction that would result in payment of commissions prior to approving said transaction. As a CFP® professional, Ms. Robey must act in your best interest when recommending investment products to you.

As an insurance sales agent, she is licensed to sell life insurance since September 2016 on behalf of various insurance companies through Stonebridge Financial Planning Group.

LLC. Ms. Robey does not receive compensation based on the sale of these insurance products, although Stonebridge will receive a commission for the sale of such products. This presents a conflict of interest in that she has an incentive to increase the compensation received by Stonebridge. You are under no obligation to purchase insurance products through any particular insurance agency or IAR and may affect any such transactions where you desire. Insurance products may be available to you elsewhere at lower cost. We manage this conflict of interest by requiring all IARs who are licensed to offer insurance products to our clients to review the potential sale of any products for the purpose of determining adherence to applicable insurance suitability standards and fully disclosing to a client when a particular transaction will result in the receipt of commissions or other associated fees. As a CFP® professional, Ms. Robey must act in your best interest when recommending insurance products to you.

## Item 5 – Additional Compensation

Ms. Robey receives a bonus for bringing new accounts to the firm. This presents a conflict of interest in that Ms. Robey has an incentive to maximize the number of clients that Stonebridge takes on. We manage this conflict of interest by carefully reviewing clients that Ms. Robey signs on to ensure that investment recommendations are made in the client's best interest.

In addition to the above, Ms. Robey receives an economic benefit from persons other than clients for providing advisory services.

Many of the companies that provide your advisor access to their products and programs provide your advisor with opportunities to receive additional compensation in the form of marketing and business reimbursements, compensation for client referrals, business development support, payment for travel-related costs and expenses for attending business meetings and conferences, and various forms of gifts and entertainment. Information regarding the compensation paid to your advisor in relation to the products or programs you purchase or use, and their associated conflicts, is generally disclosed in the respective product prospectuses, statements of additional information, product offering documents, client agreements, advisory program brochures, and Stonebridge Financial Planning Group's Form ADV Part 2A brochure.

Commonwealth offers your advisor one or more forms of financial benefits based on your advisor's gross revenue production and total assets under management held at Commonwealth or in Commonwealth's own PPS Program accounts, as well as financial assistance for transitioning from another firm to Commonwealth. Your advisor has the opportunity to receive forgivable or unforgivable loans, enhanced payouts, and discounts, waivers, or credits on transaction, platform, and account fees; technology fees; research package fees, financial planning software fees; administrative fees; brokerage account fees; account transfer fees; and the costs of attending conferences and events. Your advisor also has the opportunity to receive awards and attend certain paid Commonwealth "top producer" trips and entertainment based upon your advisor's total gross revenue production with Commonwealth. These enhanced payouts, discounts, trips, entertainment, and other forms of compensation that your advisor has the

opportunity to receive from Commonwealth provide a financial incentive for your advisor to select Commonwealth as broker/dealer or investment adviser for your accounts or to use certain Commonwealth PPS programs over other programs available through Commonwealth or at other firms that do not provide additional compensation.

## Item 6 – Supervision

Stonebridge Financial Planning Group, LLC has adopted, and periodically updates, the compliance manual that outlines for each employee the various rules and regulations they are required to adhere to. Stonebridge has appointed a Chief Compliance Officer who reviews and monitors employee activity with respect to the rules and regulations. In addition, Stonebridge has adopted a Code of Ethics that requires each employee to act in the best interest of clients at all times. Should you have questions related to these activities, please contact Dianne M. Webb, President/Chief Compliance Officer at (407) 695-7100.



## Form ADV Part 2B

# **Catherine Hyder**

Stonebridge Financial Planning Group, LLC 203 Hillcrest Street Orlando, FL 32801 (407) 695-7100

www.stonebridgefpg.com

April 10, 2023

This Brochure Supplement provides information about Catherine Hyder that supplements the Stonebridge Financial Planning Group, LLC ("Stonebridge") Brochure ("Brochure"). You should have received a copy of that Brochure. Please contact Dianne M. Webb, President/Chief Compliance Officer at (407) 695-7100 or via email at <a href="mailto:dwebb@stonebridgefpg.com">dwebb@stonebridgefpg.com</a> if you did not receive Stonebridge's Brochure or if you have any questions about the contents of this supplement.

Additional information about Dianne M. Webb is available on the SEC's website at <a href="https://www.adviserinfo.sec.gov">www.adviserinfo.sec.gov</a>.

## Item 2 - Educational Background and Business Experience

Catherine Hyder, CFP®, CDFA® (CRD #5564096)
Date of Birth 1982

### **EDUCATION:**

Master of Arts in International Business (MA) from University of Florida (2006) Bachelor of Science in Business Administration with a major in Economics (BA) from University of Florida (2004)

### **EMPLOYMENT:**

Financial Advisor – Stonebridge Financial Planning Group, LLC (02/2022 to Present) Registered Representative – Commonwealth Financial Network (03/2022 to Present) Paraplanner – Stonebridge Financial Planning Group, LLC (09/2019 to 02/2022) Registered Representative – Triad Advisors, LLC (09/2019 to 02/2022) Senior Internal Sales Consultant – Triloma Securities, LLC (07/2015 to 09/2019) Registered Representative – Triloma Securities, LLC (07/2015 to 09/2019)

### PROFESSIONAL DESIGNATIONS:

CERTIFIED FINANCIAL PLANNER™ Professional (2021)
CERTIFIED DIVORCE FINANCIAL ANALYST® Professional (2022)

### PROFESSIONAL DESIGNATION DISCLOSURES:

CERTIFIED FINANCIAL PLANNER™ Professional, CFP®, and federally registered CFP (with flame design) marks (collectively, the "CFP® marks")

Professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. ("CFP Board").

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 62,000 individuals have obtained CFP® certification in the United States.

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<u>Examination</u> – Pass the comprehensive CFP® Certification Examination. The Examination, includes case studies and client scenarios designed to test one's ability to correctly diagnose financial planning issues and apply one's knowledge of financial planning to real world circumstances;

<u>Experience</u> – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and

<u>Ethics</u> – Agree to be bound by CFP Board's Standards of Professional Conduct, a set of documents outlining the ethical and practice standards for CFP<sup>®</sup> professionals.

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<u>Ethics</u> – Renew an agreement to be bound by the Standards of Professional Conduct. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

## Certified Divorce Financial Analyst® (2022)

### PROFESSIONAL DESIGNATION DISCLOSURES:

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To retain the Certified Divorce Financial Analyst<sup>®</sup> designation, a CDFA<sup>®</sup> must obtain 15 hours of Continuing Education (CE) every two years (all of which must be divorce related), remain in good standing with the IDFA<sup>™</sup>, and keep his/her dues current.

The IDFA<sup>™</sup> offers annual conferences – where a candidate can obtain CE credits for the CDFA<sup>®</sup>, and CFP<sup>®</sup> designations. Continuing education can also be obtained by attending divorce-related courses offered by:

- Your Local Bar Association
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- Correspondence Courses
- Local CDFA® Continuing Ed Programs
- Collaborative or Mediation Organizations

## Item 3 - Disciplinary Information

Stonebridge Financial Planning Group, LLC is required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of Catherine Hyder. No events have occurred that are applicable to this Item.

### Item 4 - Outside Business Activities

Catherine Hyder is also a registered representative of Commonwealth Financial Network. In this capacity, she may provide securities brokerage services and implement securities transactions under a commission-based arrangement. This practice is a conflict of interest because it gives her an incentive to recommend investment products based on compensation received rather than on the client's needs. She may also receive compensation based upon the sale of investment products. This compensation gives her an incentive to recommend investment products based on the compensation received, rather than on client needs. We manage this conflict of interest by disclosing it here and reviewing the suitability of each proposed transaction that would result in payment of commissions prior to approving said transaction. As a CFP® professional, Mrs. Hyder must act in your best interest when recommending investment products to you.

## **Item 5 – Additional Compensation**

Mrs. Hyder receives a bonus for bringing new accounts to the firm. This presents a conflict of interest in that Mrs. Hyder has an incentive to maximize the number of clients that Stonebridge takes on. We manage this conflict of interest by carefully reviewing clients that Mrs. Hyder signs on to ensure that investment recommendations are made in the client's best interest.

In addition to the above, Mrs. Hyder receives an economic benefit from persons other than clients for providing advisory services.

Many of the companies that provide your advisor access to their products and programs provide your advisor with opportunities to receive additional compensation in the form of marketing and business reimbursements, compensation for client referrals, business development support, payment for travel-related costs and expenses for attending business meetings and conferences, and various forms of gifts and entertainment. Information regarding the compensation paid to your advisor in relation to the products or

programs you purchase or use, and their associated conflicts, is generally disclosed in the respective product prospectuses, statements of additional information, product offering documents, client agreements, advisory program brochures, and Stonebridge Financial Planning Group's Form ADV Part 2A brochure.

Commonwealth offers your advisor one or more forms of financial benefits based on your advisor's gross revenue production and total assets under management held at Commonwealth or in Commonwealth's own PPS Program accounts, as well as financial assistance for transitioning from another firm to Commonwealth. Your advisor has the opportunity to receive forgivable or unforgivable loans, enhanced payouts, and discounts, waivers, or credits on transaction, platform, and account fees; technology fees; research package fees, financial planning software fees; administrative fees; brokerage account fees; account transfer fees; and the costs of attending conferences and events. Your advisor also has the opportunity to receive awards and attend certain paid Commonwealth "top producer" trips and entertainment based upon your advisor's total gross revenue production with Commonwealth. These enhanced payouts, discounts, trips, entertainment, and other forms of compensation that your advisor has the opportunity to receive from Commonwealth provide a financial incentive for your advisor to select Commonwealth as broker/dealer or investment adviser for your accounts or to use certain Commonwealth PPS programs over other programs available through Commonwealth or at other firms that do not provide additional compensation.

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## Form ADV Part 2B

## Rhonda Shurtleff

Stonebridge Financial Planning Group, LLC 203 Hillcrest Street Orlando, FL 32801 (407) 695-7100

www.stonebridgefpg.com

November 8, 2023

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## Item 2 - Educational Background and Business Experience

Rhonda Shurtleff, CFP® (CRD #4305032) Date of Birth 1957

### **EDUCATION:**

Certificate of Financial Planning from College for Financial Planning, Denver, CO (2014) Business Administration Bachelor's Degree (BSBA) in Communications from Rollins College, Winter Park, FL (2006)

### **EMPLOYMENT:**

Financial Advisor – Stonebridge Financial Planning Group, LLC (02/2015 to Present) Registered Representative – Commonwealth Financial Network (03/2022 to Present) Financial Planning Assistant – Stonebridge Financial Planning Group, LLC (04/2013 to 02/2015)

Registered Representative – Triad Advisors, LLC (04/2013 to 02/2022) Registered Person – SunTrust Investment Services (07/2002 to 04/2013) Registered Person – New York Life (11/2000 to 02/2001)

### PROFESSIONAL DESIGNATIONS:

CERTIFIED FINANCIAL PLANNER™ Professional (2014)

### PROFESSIONAL DESIGNATION DISCLOSURES:

CERTIFIED FINANCIAL PLANNER™ Professional, CFP®, and federally registered CFP (with flame design) marks (collectively, the "CFP® marks")

Professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. ("CFP Board").

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 62,000 individuals have obtained CFP® certification in the United States.

To attain the right to use the  $\mathsf{CFP}^{\texttt{@}}$  marks, an individual must satisfactorily fulfill the following requirements:

<u>Education</u> – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board's studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor's Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board's financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;

<u>Examination</u> – Pass the comprehensive CFP® Certification Examination. The Examination, includes case studies and client scenarios designed to test one's ability to correctly diagnose financial planning issues and apply one's knowledge of financial planning to real world circumstances;

<u>Experience</u> – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and

<u>Ethics</u> – Agree to be bound by CFP Board's Standards of Professional Conduct, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP<sup>®</sup> marks:

<u>Continuing Education</u> – Complete 30 hours of continuing education hours every two years, including two hours on the Code of Ethics and other parts of the Standards of Professional Conduct, to maintain competence and keep up with developments in the financial planning field; and

<u>Ethics</u> – Renew an agreement to be bound by the Standards of Professional Conduct. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

## **Item 3 – Disciplinary Information**

Stonebridge Financial Planning Group, LLC is required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of Rhonda Shurtleff. No events have occurred that are applicable to this Item.

### Item 4 – Outside Business Activities

Rhonda Shurtleff is also a registered representative of Commonwealth Financial Network. In this capacity, she may provide securities brokerage services and implement securities transactions under a commission-based arrangement. This practice is a conflict of interest because it gives her an incentive to recommend investment products based on compensation received rather than on the client's needs. She may also receive compensation based upon the sale of investment products. This compensation gives her an incentive to recommend investment products based on the compensation received, rather than on client needs. We manage this conflict of interest by disclosing it here and

reviewing the suitability of each proposed transaction that would result in payment of commissions prior to approving said transaction. As a CFP® professional, Ms. Shurtleff must act in your best interest when recommending investment products to you.

As an insurance sales agent, she is licensed to sell life insurance since October 2000 on behalf of various insurance companies through Stonebridge Financial Planning Group, LLC. Ms. Shurtleff does not receive compensation based on the sale of these insurance products, although Stonebridge will receive a commission for the sale of such products. This presents a conflict of interest in that she has an incentive to increase the compensation received by Stonebridge. You are under no obligation to purchase insurance products through any particular insurance agency or IAR and may affect any such transactions where you desire. Insurance products may be available to you elsewhere at lower cost. We manage this conflict of interest by requiring all IARs who are licensed to offer insurance products to our clients to review the potential sale of any products for the purpose of determining adherence to applicable insurance suitability standards and fully disclosing to a client when a particular transaction will result in the receipt of commissions or other associated fees. As a CFP® professional, Ms. Shurtleff must act in your best interest when recommending insurance products to you.

## Item 5 - Additional Compensation

Ms. Shurtleff receives a bonus for bringing new accounts to the firm. This presents a conflict of interest in that Ms. Shurtleff has an incentive to maximize the number of clients that Stonebridge takes on. We manage this conflict of interest by carefully reviewing clients that Ms. Shurtleff signs on to ensure that investment recommendations are made in the client's best interest.

In addition to the above, Ms. Shurtleff receives an economic benefit from persons other than clients for providing advisory services.

Many of the companies that provide your advisor access to their products and programs provide your advisor with opportunities to receive additional compensation in the form of marketing and business reimbursements, compensation for client referrals, business development support, payment for travel-related costs and expenses for attending business meetings and conferences, and various forms of gifts and entertainment. Information regarding the compensation paid to your advisor in relation to the products or programs you purchase or use, and their associated conflicts, is generally disclosed in the respective product prospectuses, statements of additional information, product offering documents, client agreements, advisory program brochures, and Stonebridge Financial Planning Group's Form ADV Part 2A brochure.

Commonwealth offers your advisor one or more forms of financial benefits based on your advisor's gross revenue production and total assets under management held at Commonwealth or in Commonwealth's own PPS Program accounts, as well as financial assistance for transitioning from another firm to Commonwealth. Your advisor has the opportunity to receive forgivable or unforgivable loans, enhanced payouts, and discounts, waivers, or credits on transaction, platform, and account fees; technology fees; research

package fees, financial planning software fees; administrative fees; brokerage account fees; account transfer fees; and the costs of attending conferences and events. Your advisor also has the opportunity to receive awards and attend certain paid Commonwealth "top producer" trips and entertainment based upon your advisor's total gross revenue production with Commonwealth. These enhanced payouts, discounts, trips, entertainment, and other forms of compensation that your advisor has the opportunity to receive from Commonwealth provide a financial incentive for your advisor to select Commonwealth as broker/dealer or investment adviser for your accounts or to use certain Commonwealth PPS programs over other programs available through Commonwealth or at other firms that do not provide additional compensation.

## Item 6 – Supervision

Stonebridge Financial Planning Group, LLC has adopted, and periodically updates, the compliance manual that outlines for each employee the various rules and regulations they are required to adhere to. Stonebridge has appointed a Chief Compliance Officer who reviews and monitors employee activity with respect to the rules and regulations. In addition, Stonebridge has adopted a Code of Ethics that requires each employee to act in the best interest of clients at all times. Should you have questions related to these activities, please contact Dianne M. Webb, President/Chief Compliance Officer at (407) 695-7100.