

KJH Financial Services  
Fee-Only Financial Planning  
137 Taylor Street Needham MA 02494  
And  
233 Needham St. Newton, MA 02464  
(781.413.4879)  
info@kjhfinancialservices.com  
  
[www.kjhfinancialservices.com](http://www.kjhfinancialservices.com)

## **Firm Brochure**

(Part 2A of Form ADV)

This brochure provides information about the qualifications and business practices of KJH Financial Services. If you have any questions about the contents of this brochure, please contact us at: (781) 413-4879, or by email at: [info@kjhfinancialservices.com](mailto:info@kjhfinancialservices.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 KJH Financial Services is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov)

December 31, 2012

## Material Changes

---

### Annual Update

The Material Changes section of this brochure will be updated annually when material changes occur since the previous release of the Firm Brochure.

---

### Material Changes since the Last Update

The U.S. Securities and Exchange Commission issued a final rule in July 2010 requiring advisers to provide a Firm Brochure in narrative “plain English” format. The new final rule specifies mandatory sections and organization. As such we have revised our ADV Part 2 form to reflect this new rule.

We have changed the fee schedule for some of our services to reflect updates to our contracts for new clients.

---

### Full Brochure Available

Whenever you would like to receive a complete copy of our Firm Brochure, please contact us by telephone at: (781) 413-4879 or by email at: [info@kjhfinancialservices.com](mailto:info@kjhfinancialservices.com).

# Table of Contents

<b>Material Changes</b> .....	<b>i</b>
Annual Update .....	i
Material Changes Since the Last Update.....	i
Full Brochure Available .....	i
<b>Advisory Business</b> .....	<b>1</b>
Firm Description.....	1
Principal Owners.....	1
Types of Advisory Services.....	1
Tailored Relationships .....	2
Managed Assets .....	2
<b>Fees and Compensation</b> .....	<b>3</b>
Description.....	3
Fee Billing .....	3
Other Fees.....	4
Past Due Accounts and Termination of Agreement .....	4
Compensation for Sales of Investment Products .....	4
<b>Performance-Based Fees</b> .....	<b>4</b>
Sharing of Capital Gains .....	4
<b>Types of Clients</b> .....	<b>4</b>
Description .....	4
<b>Methods of Analysis, Investment Strategies and Risk of Loss</b> .....	<b>5</b>
Methods of Analysis.....	5
Investment Strategies .....	5
Risk of Loss .....	5
<b>Disciplinary Information</b> .....	<b>5</b>
Legal and Disciplinary.....	5
<b>Other Financial Industry Activities and Affiliations</b> .....	<b>5</b>
Activities.....	5
Affiliations .....	5

<b>Code of Ethics, Participation or Interest in Client Transactions and Personal Trading</b> .....	<b>6</b>
Code of Ethics.....	6
Participation or Interest in Client Transactions.....	6
<b>Brokerage Practices</b> .....	<b>6</b>
Selecting Brokerage Firms.....	6
Soft Dollars .....	6
Directed Brokerage .....	6
<b>Review of Accounts</b> .....	<b>7</b>
Periodic Reviews .....	7
Review Triggers.....	7
Regular Reports.....	7
<b>Client Referrals and Other Compensation</b> .....	<b>7</b>
Incoming Referrals.....	7
Referrals to Other Professionals .....	7
<b>Custody</b> .....	<b>7</b>
Account Statements.....	7
Statements Provided by KJH Financial Services .....	8
SEC “Custody” .....	8
<b>Investment Discretion</b> .....	<b>8</b>
Discretionary Authority for Trading.....	8
Limited Power of Attorney.....	8
<b>Voting Client Securities</b> .....	<b>8</b>
Proxy Votes .....	8
<b>Financial Information</b> .....	<b>9</b>
Financial Condition .....	9
<b>Business Continuity Plan</b> .....	<b>9</b>
General .....	9
Disasters .....	9
Alternate Offices .....	9

<b>Information Security Program.....</b>	<b>9</b>
Privacy Notice .....	9
<b>Brochure Supplement (Part 2B of Form ADV) .....</b>	<b>11</b>
Education and Business Standards .....	12
Professional Certifications .....	12
Kimberly J. Howard, CFP®, CRPC®, ADPA®, Owner.....	13

## Advisory Business

---

### **Firm Description**

KJH Financial Services was founded in 2004 by Kimberly J. Howard. The firm is registered with the state as a Registered Investment Adviser.

KJH Financial Services provides personal financial planning and investment management to individuals, families and their related entities, trusts and estates, and family businesses. KJH Financial Services works with clients to define financial objectives and to develop strategies for reaching those objectives, some of which may include: identification of financial problems, cash flow and budget management, tax planning, risk exposure review, investment management, education funding, retirement planning, estate planning, charitable goals, special needs planning, family business succession issues, fringe benefits, and/or other issues specific to the client.

The firm's compensation is solely from fees paid directly by clients. The firm does not receive commission based on the client's purchase of any financial product, including insurance. No commissions in any form are accepted. No referral fees are paid or accepted. No benefits are received from custodians/broker-dealers based on client securities transactions ("soft dollar benefits").

Assets under the direct management of KJH Financial Services are held by independent custodians, including Shareholder Services, TD Ameritrade, or others, in the client's name. KJH Financial Services does not act as a custodian of client assets.

We may recommend other professionals (e.g., lawyers, accountants, insurance agents, real estate agents, etc.) at the request of the client. Other professionals are engaged directly by the client on an as-needed basis even when recommended by the Advisor. Conflicts of interest will be disclosed to the client and managed in the best interest of the client.

---

### **Principal Owners**

Kimberly J. Howard is a 100% equity holder of KJH Financial Services.

### **Types of Advisory Services**

The primary type of advisory service offered by KJH Financial Services is financial planning. KJH Financial Services also provides investment supervisory services (i.e. "asset management") and furnishes investment advice, but only as part of an on-going financial planning relationship.

In performing its services, KJH Financial Services is not required to verify any information received from the client or from the client's other professionals. Each client is advised that it remains his/her responsibility to promptly notify KJH Financial Services when there is any change in his/her financial situation and/or financial objectives for the purpose of reviewing, evaluating, or revising previous recommendations and/or services.

The following are typical financial planning arrangements offered to clients:

#### **Comprehensive Financial Planning**

This service includes financial planning, implementation, and ongoing asset management/monitoring services. Financial planning may include identification of financial problems, cash flow and budget management, tax planning, risk exposure review, investment management, education funding, retirement

planning, estate planning, charitable goals, small business planning issues, fringe benefits, special needs planning or other issues specific to the client. A written evaluation of the client's current situation and their goals is provided to the client. The engagement also includes implementation of recommendations accepted by client, unlimited telephone support, meetings as required, on-going financial planning services, reminders of the specific courses of action that need to be taken, and quarterly, semi-annual or annual written portfolio reviews as negotiated with each client. More frequent reviews may occur but are not necessarily communicated to the client unless immediate changes are recommended.

### **Financial Snapshot**

This service includes financial planning only. No implementation services or ongoing asset management services are provided. Financial planning may include identification of financial problems, cash flow and budget management, tax planning, risk exposure review, investment management, education funding, retirement planning, estate planning, charitable goals, small business planning issues, fringe benefits, special needs planning or other issues specific to the client. A written evaluation of the client's current situation and their goals is provided to the client. Recommendations are given in each area specifically requested by the client. This service includes two meetings in addition to the introductory meeting.

Financial Snapshot engagements may be upgraded to the Comprehensive Financial Planning arrangement upon completion, or implementation may be provided via our hourly-fee Concierge Services and Special Projects arrangement.

### **Concierge Services and Special Projects**

Projects may be undertaken that are not described in other types of agreements, including implementation of Financial Snapshot recommendations, periodic investment portfolio review, assistance with tax planning, or other services specifically described in an engagement letter.

### **Investment Management Services**

Investment management is not provided as a stand-alone service. However, occasionally, members of a client's family or related charitable organization may receive investment management services as part of the client's financial planning objectives.

---

### **Tailored Relationships**

At KJH Financial Services, advisory services are tailored to the individual needs of clients. Client goals and objectives are clarified in meetings and via correspondence, and are used to determine the course of action for each individual client. The goals and objectives for each client are documented in our client relationship management system and in client files, either in hard copy or in electronic files.

Clients may impose restrictions on investing in certain securities or types of securities. This must be done in writing and be signed by the client, KJH Financial Services and the separate account manager if applicable. Agreements may not be assigned without client consent.

---

### **Managed Assets**

As of December 31, 2012, KJH Financial Services managed approximately \$25,000,000 in assets for about 30 accounts or around 15 client households.

## **Fees and Compensation**

---

### **Description**

KJH Financial Services bases its fees on a percentage of Assets Under Advisement, hourly charges, fixed fees, and a retainer that is not calculated on an Assets Under Advisement basis or on an hourly estimate. All fees are negotiable.

### **Comprehensive Financial Planning**

Initial financial planning fees for the Comprehensive Financial Planning agreement are calculated on a formula basis and adjusted for complexity of individual situations. Initial fees are determined at the outset by an engagement letter and are based on a variety of factors, including but not limited to historical relationship, total assets, investable assets, types of assets, anticipated future additional assets, gross income, anticipated future earning capacity, complexity of financial planning needs, relationships with other professionals, related accounts, or negotiations with clients.

For new clients, the retainer fee for this service is based on 0.75% of Assets Under Advisement. It is calculated annually and billed quarterly in arrears. A detailed fee schedule showing calculations is provided with the annual invoice. There is a maximum annual fee of \$10,000.

A typical first year fee for a couple with a \$1.5 million net worth and an investable portfolio of \$1 million would be \$6,000. The subsequent annual renewal retainer would be \$4,000.

### **Financial Snapshot**

The fee for this service is \$3,500 for persons with total assets under \$1.5 million or \$5,000 for persons with total assets of \$1.5-3 million. This service is not recommended for persons with total assets of over \$3 million. An annual review and plan update is available for 50% of the first year fee.

Unless otherwise stated in an engagement letter, Financial Snapshot engagements are billed as follows: 25% upon signing the agreement, 25% at second meeting, and 50% on completion of specified work.

A Comprehensive Financial Planning engagement may be added at the end of the Financial Snapshot engagement at the rate of 0.75% of Assets Under Advisement, with a minimum fee of \$2,500 per year.

### **Concierge Services and Special Projects**

Special Projects involving Ms. Howard are billed at the rate of \$150/hour. Estimates are provided and a deposit requested. Since the nature of the work often involves variables or circumstances unknown at the start of the engagement, estimates are not guaranteed.

### **Investment Management Services**

Investment management is not provided as a stand-alone service and is not billed separately as such.

---

### **Fee Billing**

Clients using Comprehensive Financial Planning services may choose to have fees deducted quarterly from a designated brokerage account at their qualified custodian to facilitate billing, or to be invoiced quarterly. The client must consent in advance to direct debiting of their investment account for financial planning fees.

Financial Snapshot clients are billed 25% of the quoted financial planning fee upon signing a contract and an additional 25% at the second meeting, with the balance due on completion of specified work, or by other written arrangement. These fees cannot be paid by direct debit of a brokerage account.

Clients using Concierge Services and Special Projects services are billed monthly in arrears, or as otherwise specified in an engagement letter. These fees cannot be paid by direct debit of a brokerage account.

---

### **Other Fees**

Custodians may charge transaction fees on purchases or sales of certain mutual funds, stocks, bonds, and exchange-traded funds. These transaction charges are usually relatively small and are incidental to the purchase or sale of a security. In some cases, custodians also charge monthly, quarterly or annual custody fees. Fees for custody are disclosed to clients when this type of arrangement is recommended.

Mutual funds and exchange traded funds generally charge a management fee for their services as investment managers. The management fee is included in the expense ratio. Mutual fund fees also include transaction charges for the purchase or sale of securities within the fund and may charge other fees as disclosed in the fund prospectus. These fees are in addition to the fees paid by the client to KJH Financial Services

Please see the section entitled “Brokerage Practices” on page 6 for more information.

---

### **Past Due Accounts and Termination of Agreement**

KJH Financial Services reserves the right to stop work on any account that is more than 60 days overdue. In addition, KJH Financial Services reserves the right to terminate any financial planning engagement where a client has willfully concealed or has refused to provide pertinent information about financial situations when necessary and appropriate to providing proper financial advice, per the judgment of KJH Financial Services. Clients may terminate their agreement at any time by providing written notice.

Terminating clients will receive an itemized bill based on hourly rates (see Concierge Services and Special Projects above) for work completed. Any unused portion of fees collected in advance will be refunded within 30 days.

---

### **Compensation for Sales of Investment Products**

The firm’s compensation is solely from fees paid directly by clients. The firm does not receive commission based on the client’s purchase of any financial product, including insurance. No commissions in any form are accepted.

## **Performance-Based Fees**

---

### **Sharing of Capital Gains**

KJH Financial Services does not use a performance-based fee structure because of the potential conflict of interest. Performance-based compensation may create an incentive for the adviser to recommend an investment that may carry a higher degree of risk to the client. However, the nature of asset-based fees allows KJH Financial Services to participate in the growth of the client’s wealth. This also means that our fees can decline when the client’s portfolio declines in value.

## **Types of Clients**

---

### **Description**

KJH Financial Services generally provides investment advice to individuals, families, trusts and estates. Advice may extend to entities related to the client such as small businesses and charitable organizations, including foundations and endowments. Client relationships vary in scope and length of service.

KJH Financial Services does not impose a minimum dollar value of assets or other condition for opening or maintaining an account.

## **Methods of Analysis, Investment Strategies and Risk of Loss**

---

### **Methods of Analysis**

Security analysis methods at KJH Financial Services include fundamental analysis. The main sources of information include Morningstar reports, fund prospectuses, S&P reports, financial newspapers and magazines, research materials prepared by others, filings with the Securities and Exchange Commission and annual reports. Ms. Howard also attends on- and off-site visits with fund and portfolio managers, conference calls, and industry conferences.

### **Investment Strategies**

The primary investment strategy we use for client accounts is strategic asset allocation. We may use passively-managed index and exchange-traded funds when appropriate for the client and actively-managed funds, dividend paying stocks, and individual municipal bonds where there are opportunities to make a difference by security selection. Portfolios are generally globally diversified to control the risk associated with traditional markets. We may also at times recommend unrelated, third party investment managers who have a greater expertise in certain disciplines when appropriate for the client.

The investment strategy for a specific client is based upon the objectives, income needs, and tax situation stated by the client during consultations. The client may change these objectives at any time. The client's goals and objectives are recorded during meetings and via correspondence with the client. Each client portfolio is constructed solely for that client. We do not use model portfolios, and we do not utilize composites to illustrate results.

### **Risk of Loss**

All investment programs have certain risks that are borne by the investor. Our investment approach keeps the risk of loss in mind. However, as with all investments, clients face investment risks including the following: Loss of Principal Risk, Interest-rate Risk, Market Risk, Inflation Risk, Currency Risk, Reinvestment Risk, Business Risk, Liquidity Risk, and Financial Risk.

## **Disciplinary Information**

---

### **Legal and Disciplinary**

The firm and its employees have not been involved in any legal or disciplinary events related to past or present activities.

## **Other Financial Industry Activities and Affiliations**

---

### **Activities**

KJH Financial Services does not participate in any other industry business activities.

### **Affiliations**

KJH Financial Services does not have arrangements that are material to its advisory business or its clients with any related person. We may at times recommend unrelated, third party investment managers who have a greater expertise in certain disciplines when appropriate for the client; we do not receive any compensation for the recommendation or selection of these investment advisors.

# Code of Ethics, Participation or Interest in Client Transactions and Personal Trading

---

## Code of Ethics

Ms. Howard has committed to a Code of Ethics and Fiduciary Oath as outlined by the National Association of Personal Financial Advisors (NAPFA). The key points are: putting the clients' interest first, objectivity, confidentiality, competence, fairness and suitability, integrity and honesty, regulatory compliance, full disclosure, and professionalism. CFP® designees are also held to a Code of Ethics as outlined by the CFP® Board of Standards. The firm will provide a copy of the Code of Ethics to any client or prospective client upon request.

---

## Participation or Interest in Client Transactions

Ms. Howard may at times buy or sell securities that are also held by clients. Ms. Howard may not trade her own securities ahead of client trades. Compliance with the provisions of the KJH Financial Services "Policies & Procedures Manual".

---

## Brokerage Practices

---

### Selecting Brokerage Firms

KJH Financial Services does not have any affiliation with product sales firms. Specific custodian recommendations are made to clients based on their need for such services. KJH Financial Services recommends custodians based on the proven integrity and financial responsibility of the firm, best execution of orders at reasonable commission rates, and the quality of client service.

KJH Financial Services recommends discount brokerage firms and trust companies (qualified custodians), such as Shareholder Services and TD Ameritrade. KJH Financial Services does not receive fees or commissions from any of these arrangements, although KJH Financial Services may benefit from electronic delivery of client information, electronic trading platforms and other services provided by custodians for the benefit of clients. KJH Financial Services may also benefit from other services provided by custodians, such as research, continuing education, and practice management advice. These benefits are standard in a relationship with these custodians and are not in return for client recommendations or transactions.

KJH Financial Services reviews the execution of trades at each custodian annually. The review is documented in the KJH Financial Services "Policies & Procedures Manual". Trading fees charged by the custodians are also reviewed on an annual basis. KJH Financial Services does not receive any portion of the trading fees.

---

### Soft Dollars

KJH Financial Services does not receive soft dollar benefits from the custodians to whom we recommend clients.

---

## **Directed Brokerage**

We do not direct brokerage for specific client transactions except individual municipal bonds, for which we select the broker-dealer with the best pricing on each individual trade. Trades in mutual funds do not garner any client benefit. However, when more than one account is trading a particular stock or ETF on the same day, block trading may be used to get identical pricing on the trades.

## **Review of Accounts**

---

### **Periodic Reviews**

The frequency of reviews is individually negotiated with each client. Comprehensive Financial Planning clients are provided with quarterly, semi-annual, or annual reviews, which vary in focus by quarter and may include asset allocation updates and rebalancing, performance reviews, tax and estate plan reviews, investment reviews, cash flow monitoring, and more.

Financial Snapshot clients are given the option to return annually at their expense for an update of their financial plan.

Account reviews are performed by Ms. Howard. All investment plans are reviewed by Ms. Howard prior to distribution to clients. The current total number of households is approximately 15.

---

### **Review Triggers**

Account reviews for Comprehensive Financial Planning clients are performed more frequently when market conditions dictate, or when a client's objectives change. A review may be triggered by client request, changes in market condition, new information about an investment, changes in tax laws, or other important changes.

---

### **Regular Reports**

Written reports are sent to Comprehensive Financial Planning clients based on their negotiated frequency of reviews. The reports may consist of an individualized letter summarizing the results of the review and our general thoughts on the economy, a statement of holdings from our portfolio accounting software, a Morningstar "Snapshot" report or other such portfolio reports, asset allocation analysis, tax-related information, updates to financial plan reports, portfolio graphs, or other reports as needed.

## **Client Referrals and Other Compensation**

---

### **Incoming Referrals**

KJH Financial Services has been fortunate to receive many client referrals over the years. The referrals have come from current clients, estate planning attorneys, accountants, employees, personal friends of employees and other sources. The firm does not pay for referrals.

---

### **Referrals to Other Professionals**

KJH Financial Services does not accept referral fees or any form of remuneration from other professionals when a prospect or client is referred to them.

## **Custody**

---

### **Account Statements**

All assets are held at qualified custodians, who provide account statements directly to clients at their address of record at least quarterly. Clients are encouraged to carefully review the statements provided by their custodians.

### **Statements Provided by KJH Financial Services**

Clients are at times provided account statements, net worth statements, and net worth graphs that are generated from our portfolio accounting and financial planning software. Net worth statements contain approximations of bank account balances provided by the client, as well as the value of land, real estate, limited partnerships, and other hard-to-price assets. The net worth statements are used for long-term financial planning where the exact values of assets are not material to the financial planning tasks. The book values of hard to price assets are reviewed whenever supplemental information relating to valuation is received. Otherwise, these assets are priced at client cost. Clients are urged to compare the statements they receive from us to those they receive from their qualified custodians.

---

### **SEC “Custody”**

KJH Financial Services does not take custody of accounts.

## **Investment Discretion**

---

### **Discretionary Authority for Trading**

KJH Financial Services accepts discretionary authority to manage securities accounts on behalf of clients. KJH Financial Services has the authority to determine, without obtaining specific client consent, the securities to be bought or sold, and the amount of the securities to be bought or sold. However, if discretionary authority or a limited power of attorney has not been given, KJH Financial Services consults with the client prior to each trade to obtain concurrence. Discretionary trading authority facilitates placing trades in clients’ accounts on their behalf so that we may promptly implement the investment policy that they have approved. In most cases, clients are provided with an opportunity for review and discussion prior to implementation of recommendations.

Third party investment managers have full discretion over trades and do not consult with KJH Financial Services or with clients before placing trades.

---

### **Limited Power of Attorney**

Clients must sign a limited power of attorney before KJH Financial Services is given discretionary authority. The limited power of attorney is included in the qualified custodian’s account application for our main custodians. For accounts not held with our main custodians, clients may sign a separate limited power of attorney document giving discretionary authority to KJH Financial Services

## Voting Client Securities

---

### Proxy Votes

The firm does not vote proxy statements on behalf of advisory clients.

## Financial Information

---

### Financial Condition

KJH Financial Services does not have any financial impairment that will preclude the firm from meeting contractual commitments to clients. A balance sheet is not required to be provided because KJH Financial Services does not serve as a custodian for client funds.

## Business Continuity Plan

---

### General

KJH Financial Services has a Business Continuity Plan in place that provides detailed steps to mitigate and recover from the loss of office space, communications, services or key people.

### Disasters

The Business Continuity Plan covers natural disasters such as snow storms, hurricanes, tornados, fire, and flooding. The Plan covers man-made disasters such as loss of electrical power, loss of water pressure, fire, bomb threat, nuclear emergency, chemical event, biological event, communications line outage, Internet outage, railway accident and aircraft accident. Electronic files are backed up daily and archived on- and offsite.

### Alternate Offices

Alternate work locations are identified to support ongoing operations in the event the main office is unavailable. It is our intention to contact all clients within five days of a disaster that dictates moving our office to an alternate location.

## Information Security Program

---

### Privacy Notice

KJH Financial Services is committed to maintaining the confidentiality, integrity and security of the personal information that is entrusted to us. The categories of nonpublic information that we collect from our clients may include information about personal finances, information about health to the extent that it is needed for the financial planning process, information about transactions between clients and third parties, and information from consumer reporting agencies, e.g., credit reports. We use this information to help our clients meet their personal financial goals.

With our clients' permission, we disclose limited information to attorneys, accountants, and mortgage lenders with whom they have established a relationship. Clients may opt out from our sharing information with these nonaffiliated third parties by notifying us at any time by telephone, mail, fax, email, or in person. With client permission, we share a limited amount of information with the client's brokerage firm in order to execute securities transactions on your behalf.

We do not provide personal information to mailing list vendors or solicitors. We require strict confidentiality in our agreements with unaffiliated third parties that require access personal information, including financial service companies, consultants, and auditors. Federal and state securities regulators may review our Company records and personal records as permitted by law.

Personally identifiable information will be maintained while still a client of KJH Financial Services, and for the required period thereafter that records are required to be maintained by federal and state securities laws. After that time, information may be destroyed.

We will notify our clients in advance if our privacy policy is expected to change.

**Brochure Supplement (Part 2B of Form ADV)**

KJH Financial Services  
137 Taylor Street  
Needham, MA 02404  
(781) 413-4879

As of December 31, 2012

This brochure supplement provides information about Kimberly J. Howard that supplements the KJH Financial Services brochure. You should have received a copy of that brochure. Please contact KJH Financial Services, if you did not receive KJH Financial Services' brochure or if you have any questions about the contents of this supplement.

Additional information about Kimberly J. Howard is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

---

## Education and Business Standards

KJH Financial Services requires that any employee whose function involves determining or giving investment advice to clients must be a graduate of a four year college and must:

1. Have at least three years' experience in insurance, investments, accounting, or financial planning;
2. Hold the Series 65 Investment Adviser Representative license or its equivalent;
3. Be an attorney, or hold or be pursuing one of the following designations: Certified Financial Planner™ (CFP®), Certified Public Accountant (CPA), Certified Financial Analyst (CFA) or Chartered Financial Consultant (ChFC®);
4. Subscribe to the Code of Ethics of the National Association of Personal Financial Advisers (NAPFA) and the CFP® Board of Standards;
5. Be properly licensed for all advisory activities in which they are engaged.

---

## Professional Certifications

Employees have earned certifications and credentials that are required to be explained in further detail.

### CERTIFIED FINANCIAL PLANNER™

CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP (with flame design) marks (collectively, the “CFP® marks”) are 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.

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

- Education – 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;
- Examination – Pass the comprehensive CFP® Certification Examination. The examination, administered in 10 hours over a two-day period, 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;
- Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- Ethics – 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® marks:

- Continuing Education – 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

- Ethics – 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.

#### **Chartered Retirement Planning Counselor™**

CRPC® designees are licensed by the College for Financial Planning. CRPC certification requirements include:

- Successful completion of the 4 hour, closed-book, 100 question CRPC exam, indicating at least 70% correct answers
- Successful completion of six hours of continuing professional education
- Sign and agree to abide by a code of ethics

#### **Accredited Domestic Partner Advisor<sup>SM</sup>**

ADPA® designees are licensed by the College for Financial Planning. ADPA certification requirements include:

- Successful completion of the 4 hour, closed-book, 100 question ADPA exam, indicating at least 70% correct answers
- Successful completion of six hours of continuing professional education
- Sign and agree to abide by a code of ethics

---

### **Kimberly J. Howard, CFP®, CRPC®, ADPA®, Owner**

#### Educational Background:

- Date of birth: 10/25/1956
- Stephen F. Austin State University, BS in Mathematics and Education, 1975-1979
- Boston University, MS in Management of Information Systems, 1986 -1987
- Boston University, Certified Financial Planner, 2004
- College For Financial Planning, Chartered Retirement Planning Counselor™, 2010
- College For Financial Planning, Accredited Domestic Partner Advisor<sup>SM</sup>, 2011

#### Business Experience:

- Prior to founding KJH Financial Services in 2006, Ms. Howard was a Portfolio manager for ING Wealth Management Company. She received her CFP® designation in November 2006, her CRPC® designation in August 2010. She is a member of the Financial Planning Association (FPA), has been a member of NAPFA since 2004 and currently sits on NAPFA Practice Management committee. She is also an instructor for the College for Financial Planning and Metropolitan State University of Denver.

Disciplinary Information: None

Other Professional Activities: NAPFA Practice Management committee

Additional Compensation: Ms. Howard receives fees when she acts as instructor.