

Part 2B of Form ADV: Brochure Supplement

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This brochure provides information about the qualifications and business practices of Freedman Financial Associates, Inc. (“Freedman Financial”). If you have any questions about the contents of this brochure, please contact us at (978)531-8108 or jodi@freedmanfinancial.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 Marc S. Freedman also is available on the SEC’s website at www.adviserinfo.sec.gov.

Item 2 - Educational Background and Business Experience

Marc S. Freedman

Year of Birth: 1966

Education: BSBA, Babson College, Wellesley, MA 1989; CFP designation, College for Financial Planning, 1994

Business: Freedman Financial, Inc. 11/91 to present; LPL Financial 07/01 to present; Atlas Paper Co. 10/89 – 10/91, sales, Woburn, MA; The Ship Restaurant, Lynnfield, MA 5/89 – 10/89, Mgr.

Professional Designations

I am a CERTIFIED FINANCIAL PLANNER™, CFP®.

The 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. 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:

- 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.

Item 3 - Disciplinary Information

I am required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of me. There is no information applicable to this Item.

Item 4 - Other Business Activities

In addition to offering advisory services through Freedman Financial, I am also involved in the following investment-related businesses or occupations:

I am a registered representative with LPL Financial, LLC ("LPL"), a registered broker/dealer and member of FINRA. In such capacity, I may sell securities through LPL and receive normal and customary commissions as a result of such purchases and sales. You are under no obligation to purchase or sell securities through me on a commissionable basis. In addition, I may receive other compensation such as mutual fund or money market 12b-1 fees and variable annuity trails. The potential for receipt of commissions and other compensation gives me an incentive to recommend investment products based on the compensation I will receive rather than on your needs. To address this, disclosure is made to you at the time a brokerage account is opened through LPL.

I am also licensed as an independent insurance agent. In such capacity, I may offer fixed and variable life insurance products and receive normal and customary commissions as a result of any purchases you make. You are under no obligation to purchase fixed or variable life insurance through me on a commissionable basis. In addition, I may receive other compensation such as fixed or variable life trails. The potential for receipt of commissions and other compensation gives me an incentive to recommend insurance products based on the compensation I will receive rather than on your needs. To address this, if you purchase insurance through me you will receive certain disclosure documents and complete an insurance application process when conducting such transactions.

I am also a professional public speaker and am regularly hired to speak both domestically and internationally on helping advisors become better financial planners. In some cases, I may be paid for these speaking engagements.

I am a published author. I have written two books "Oversold and Underserved, A Financial Planner's Guidebook to Effectively Serving the Mass Affluent"- 2008, FPA Press and "Retiring for the Genius"- August, 2014, For the Genius Press.

Item 5 - Additional Compensation

I may receive the following forms of additional compensation as a result of providing services to clients:

I may receive compensation from product sponsors. Such compensation may not be tied to the sales of any products. Compensation may include such items as gifts valued at less than \$100 annually, an occasional dinner or ticket to a sporting event, or reimbursement in connection with educational meetings or marketing or advertising initiatives. Product sponsors may also pay for education or training events that I may attend.

I may also receive from LPL bonuses based on my production, awards of stock options to purchase shares of LPL's parent company, LPL Investment Holdings Inc., reimbursement of fees I pay to LPL for items such as administrative services, and other things of value such as complimentary or reduced-cost attendance at LPL's national sales conference or top producer forums and events. These financial incentives from LPL are based on overall business produced. However, in some cases, the incentives are greater for assets I service in LPL advisory programs.

Item 6 - Supervision

As the owner of Freedman Financial I am responsible for supervising all advisory services that I offer. This includes a review of transactions, account suitability, and written correspondence including email, among other activities. I can be reached at 978-531-8108.

Item 7 - Requirements of State-Registered Advisers

Not applicable