

## Introduction

Financial Management Concepts (FMC), is an investment adviser registered with the Securities and Exchange Commission. We feel this it is important for you to understand how advisory and brokerage services and fees differ in order to determine which type of account is right for you. There are free and simple tools available to research firms and financial professionals at [www.investor.gov/CRS](http://www.investor.gov/CRS) which also provides educational materials about investment advisers, broker-dealers and investing.

## What investment services and advice can you provide me?

As an SEC registered investment adviser, FMC offers its investment advisory services to retail investors for an ongoing asset-based fee based on the value of cash and investments in your account. Our advisory services include Retirement Planning, Investment Management, Estate Planning, Risk Management and Tax Planning. If you open an advisory account with our firm, we'll meet with you to understand your current financial situation, existing resources, goals, and risk tolerance. Based on what we learn, we'll recommend a portfolio of investments that is regularly monitored (at least annually), and if necessary, rebalanced or reallocated to meet your changing needs and/or goals. We will offer you advice on a regular basis and contact you at least annually to discuss your portfolio and overall financial goals.

We manage accounts on a discretionary basis. After you sign an agreement with our firm, we're allowed to buy or sell investments in your account without asking you in advance. Any limitations will be described in the signed advisory agreement. This agreement will remain in place until you or we terminate the relationship. FMC also has a limited number of non-discretionary accounts where the client makes the ultimate decision regarding the purchase or sale of investments. Additional information about our advisory services is located in Item 4 of our [Firm Brochure](#).

### **Questions to Ask Us:**

- **Given my financial situation, should I choose an investment advisory service? Why or why not?**
- **How will you choose investments to recommend to me?**
- **What is your relevant experience, including your licenses, education and other qualifications? What do those qualifications mean?**

## What fees will I pay?

Fees and costs affect the value of your account over time. Please ask your adviser to give you personalized information on the fees and costs that you will pay. You will be charged an ongoing fixed fee that is calculated quarterly based on the value of the investments in your account. Our fee schedule ranges from 0.70% to 1.20% depending on the value of the investments in your account. FMC also has a minimum annual management fee of \$7,400 for Full Service and \$750 for Investment Only Service and initial set-up fee of \$3,000 and \$300, respectively. Our fees vary and are negotiable. Money back guarantee: Clients will receive a full refund of all fees paid to Financial Management Concepts during the first 12 months should the client not be satisfied with Financial Management Concepts' services.

Our incentive is to increase the value of your account over time which will increase our fees over time. The quarterly fees will be automatically deducted from your account. You will pay fees and costs whether you make or lose money on your investments. Fees and costs will reduce any amount of money you make on your investments over time. Please make sure you understand what fees and costs you are paying.

The broker-dealer (custodian) that holds your assets can charge you a transaction fee when we buy or sell an investment for you. The broker-dealer's transaction fees are in addition to our advisory fee for our investment advisory service. You could also pay charges imposed by the broker-dealer holding your accounts for certain investments and maintaining your account. Some investments, such as mutual funds and exchange traded funds charge additional fees that will reduce the value of your investments over time.

Additional information about our fees is located in Item 5 of our [Firm Brochure](#).

#### Questions to Ask Us:

- **Help me understand how these fees and costs will affect my investments.**  
If I give you \$10,000 to invest, how much will go to fees and costs and how much will be invested for me?

### **What are your legal obligations to me when acting as my investment adviser?**

**When we act as your investment adviser**, we have to act in your best interest and not put our interest ahead of yours. At the same time, the way we make money creates some conflicts with your interests. You should understand and ask us about these conflicts because they can affect the investment advice we provide you. Here are some examples to help you understand what this means.

### **How else does your firm make money and what conflicts of interest do you have?**

*When we act as your investment adviser, we have a fiduciary duty to act in your best interest and not put our interest ahead of yours.* At the same time, the way we make money creates some conflicts with your interests. Conflicts may arise from the selection of custodians which may provide us with certain products and services at no cost that benefit us but do not benefit our clients. These products and services assist us in managing and administering our clients' accounts. You should understand and ask us about these conflicts because they can affect the investment advice we provide you. Additional information about our conflicts of interest can be found in Item 11 of our [Firm Brochure](#).

The firm's revenue is derived from the advisory fees we collect from your accounts each quarter. Neither FMC nor any of its employees receives compensation for the sale of securities or insurance to our clients. FMC receives no compensation from any fund manager or other third-party for the investments that it selects for client accounts.

#### Questions to Ask Us:

- **How might your conflicts of interest affect me, and how will you address them?**

### **How do your financial professionals make money?**

Our financial professionals are employees of the firm and are paid a fixed salary. They also participate in an incentive program at the discretion of FMC's executive team based upon the success of the firm and specifically upon the contributions of the employee; incentives are related to meeting certain criteria including profitability of the firm.

### **Do you or your financial professionals have legal or disciplinary history?**

No, neither our firm nor our financial professionals have any legal or disciplinary history. Visit [Investor.gov/CRS](http://Investor.gov/CRS) for a free and simple search tool to research our firm and our financial professionals.

#### Questions to Ask Us:

- **As a financial professional, do you have any disciplinary history?**
- **For what type of conduct?**

### **Additional Information**

You can find additional information about our firm's investment advisory services on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) by clicking on the FIRM tab and then searching CRD #118793. If you would like additional, up-to-date information or a copy of this disclosure, please call (407) 647-7006.

#### Questions to Ask Us:

- **Who is my primary contact person?**
- **Is he or she a representative of an investment adviser or a broker-dealer?**
- **Who can I talk to if I have concerns about how this person is treating me?**

## Financial Management Concepts

1700 Town Plaza Court  
Winter Springs, Florida 32708

Phone: 407-647-7006

Fax: 407-647-7675

Website: [www.incredibleretirement.com](http://www.incredibleretirement.com)

Dated October 20, 2021

### Form ADV Part 2B – Brochure Supplement

*For*

**Jeffrey M. Bilinski, CFP®**

Associate Planner

This brochure supplement provides information about Jeffrey M. Bilinski that supplements the Financial Management Concepts (“FMC”) brochure. A copy of that brochure precedes this supplement. Please contact Jeffrey M. Bilinski if the FMC brochure is not included with this supplement or if you have any questions about the contents of this supplement.

Additional information about Jeffrey M. Bilinski is available on the SEC’s website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) which can be found using the identification number 4181233.

# Item 2: Educational Background and Business Experience

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**Jeffrey M. Bilinski, CFP®**

Born: 1971

## **Educational Background**

- 1998 – 1999 – Biomedical Science, No Degree, Valencia College, Orlando Florida.

## **Business Experience**

- 03/2017 – Present, Financial Management Concepts, Associate Planner
- 08/2016 – 02/2017, Pershing Advisor Solutions, LLC, Client Service Liaison
- 04/2000 – 08/2016, Charles Schwab & Co. INC., Senior Specialist - APC
- 02/2008 – 07/2012, Schwab Private Client Investment Advisory, Inc., Senior Specialist - APC

## **Professional Designations, Licensing & Exams**

**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 71,000 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 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

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No management person at Financial Management Concepts, nor Jeffrey M. Bilinski, has ever been involved in an arbitration claim of any kind or been found liable in a civil, self-regulatory organization, or administrative proceeding.

## Item 4: Other Business Activities

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Jeffrey M. Bilinski is not involved with outside business activities.

## Item 5: Additional Compensation

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Jeffrey M. Bilinski does not receive any economic benefit from any person, company, or organization, in exchange for providing clients advisory services through FMC.

## Item 6: Supervision

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Brian Fricke, as President of FMC, is responsible for supervision. He may be contacted at the phone number on this brochure supplement.

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## Financial Management Concepts

1700 Town Plaza Court  
Winter Springs, Florida 32708

### **Form ADV Part 2A – Firm Brochure**

Phone: 407-647-7006

Fax: 407-647-7675

Website: [www.incredibleretirement.com](http://www.incredibleretirement.com)

Dated October 20, 2021

This brochure provides information about the qualifications and business practices of Financial Management Concepts. If you have any questions about the contents of this brochure, please contact us at 407-647-7006. 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 Financial Management Concepts is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). The searchable IARD/CRD number for Financial Management Concepts is 118793.

Financial Management Concepts is a Registered Investment Adviser. Registration with the United States Securities and Exchange Commission or any state securities authority does not imply a certain level of skill or training.

# Item 2: Material Changes

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As of FMC's last filing, dated March 8, 2021, the following material change has occurred:

- Item 18 – We have amended this section to disclose Payroll Protection Program loan has been forgiven.

# Item 3: Table of Contents

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# Item 4: Advisory Business

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## Description of Advisory Firm

Financial Management Concepts' registration was granted by the United States Securities and Exchange Commission on May 20, 2003. Brian Lee Fricke (CRD Number 1587768) owns one-hundred (100%) percent of the equity of the firm and is the president and treasurer of the firm. Annette Fricke is the secretary and director. Jeffrey Kelvin (CRD Number 6614864) is Chief Compliance Officer of the firm. The firm is not publicly owned or traded. There are no indirect owners of the firm. The firm manages each client's portfolio on an individualized basis. Clients may impose restrictions on their accounts.

As of September 30, 2021, the firm managed assets on a discretionary basis in the amount of \$174,071,821 representing 580 accounts and on a non-discretionary basis in the amount of \$1,533,002 representing 13 accounts.

## Types of Advisory Services

Approximately fifty (50%) percent of Firm's total advisory billings shall be attributable to the provision of investment supervisory service support to clients. Approximately ten (10%) percent shall be attributable to the provision of advice about securities related matters and approximately forty (40%) percent shall be attributable to the provision of advice about non-securities-related matters.

Financial Management Concepts provides advisory services and furnishes advice to clients on matters not involving securities only as a part of a total financial planning process.

## Wrap Fee Programs

The firm does not sponsor any wrap programs.

# Item 5: Fees and Compensation

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The minimum fee includes fees for full service financial planning and investment management services. In certain instances, depending upon the client's needs and the services to be performed by advisor, a contract may be entered into with a fee different from the fee schedule set forth below. This fee would be based upon individual negotiations with the particular client within the range of fees set forth below under minimum fees.

The advisor provides a refund of unearned Financial Advisory Fees if the client for any reason chooses to terminate the Financial Advisory relationship at any time.

Financial Management Concepts is a fee-only advisor. As a fee-only firm no products are sold and compensation is solely from fees paid by clients.

Our fee is based on the complexity of our client's situation. To determine complexity, we charge a percentage of investable assets on a yearly basis as follows:

- 1.2% of portfolios/accounts under \$1 million.
- 0.70% of portfolios/accounts greater than \$1 million.

To give an idea of what you might expect to pay, here are four blended rates based on our fee schedule:

\$1mm = 1.20%

\$2mm = .95%

\$3mm = .86%

\$3mm+ = .70%\*

\* Portfolios/accounts exceeding \$3mm charged a flat rate of 0.70%

Fees are calculated at the end of each calendar quarter and typically deducted from one or more investment accounts. There is a minimum quarterly fee of \$1850.

New clients also incur a one-time initial planning fee of \$3,000.

#### **Investment Only Fee Schedule**

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Minimum Fee:	\$187.50	\$800.00
Any	0.1875%	0.75%
Initial Set-Up Fee:	\$300	

**Money back guarantee:** Clients will receive a full refund of all fees paid to Financial Management Concepts during the first 12 months should the client not be satisfied with Financial Management Concepts' services.

## Item 6: Performance-Based Fees and Side-By-Side Management

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None.

## Item 7: Types of Clients

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Individuals, pension plans, profit sharing plans, trusts, estates, charitable organizations corporations and other business entities.

## Item 8: Methods of Analysis, Investment Strategies and Risk of Loss

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Our SUPPLY & DEMAND INVESTMENT SYSTEM® uses technical analysis in an effort to invest funds in high demand asset classes and avoid weak demand asset classes. Research is provided by Dorsey Wright a NASDAQ company.

The investment strategy provides broad diversification across asset classes, sectors, and styles including domestic and international equities, REIT's, bonds and commodities primarily using Exchange Traded Funds (ETF's) and to a smaller degree Mutual Funds.

Individual bonds and cash are utilized to mitigate risk equity market risk and generate income.

**Investing in securities involves risk of loss that clients should be prepared to bear. No investment is guaranteed to produce positive results.**

## Item 9: Disciplinary Information

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None.

## Item 10: Other Financial Industry Activities and Affiliations

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None.

## Item 11: Code of Ethics, Participation or Interest in Client Transactions and Personal Trading

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The firm has adopted a written Code of Ethics in accordance with SEC Rule 204A-1. Such Code of Ethics, among other things, requires associated persons of the firm to report personal securities holdings and transactions. Such personal securities holdings and transactions are reviewed on a quarterly basis by the Chief Compliance Officer of the firm. A copy of the firm's Code of Ethics is available to clients and prospective clients upon request.

It is further noted that Firm is in and shall continue to be in total compliance with The Insider Trading and Securities Fraud Enforcement Act of 1988. Specifically, Firm has adopted a firm wide policy statement outlining insider trading compliance by Firm and its associated persons and other employees. This statement has been distributed to all associated persons and other employees of Firm and has been signed and dated by each such person. A copy of such firm wide policy is left with such person and the original is maintained in a master file. Further, Firm has adopted a written supervisory procedures statement highlighting the steps which shall be taken to implement the firm wide policy. These materials are also distributed to all associated persons and other employees of Firm, are signed, dated and filed with the insider trading compliance materials. There are provisions adopted for (1) restricting access to files, (2) providing continuing education, (3) restricting and/or monitoring trading on those securities of which Firm's employees may have non-public information, (4) requiring all of Firm's employees to conduct their trading through a specified broker or reporting all transactions promptly to Firm, and (5) monitoring the securities trading of the firm and its employees and associated persons.

### Code of Ethics Description

Firm or individuals associated with Firm may buy or sell securities identical to those recommended to customers for their personal account.

It is the expressed policy of Firm that no person employed by Firm may purchase or sell any security prior to a transaction(s) being implemented for an advisory account, therefore, preventing such employees from benefiting from transactions placed on behalf of advisory accounts.

Firm or any related person(s) may have an interest or position in a certain security(ies) which may also be recommended to a client.

As these situations may represent a conflict of interest, Firm has established the following restrictions in order to ensure its fiduciary responsibilities:

1. A director, officer or employee of Firm shall not buy or sell securities for their personal portfolio(s) where their decision is substantially derived, in whole or in part, by reason of his or her employment unless the information is also available to the investing public on reasonable inquiry. No person of Firm shall prefer his or her own interest to that of the advisory client.
2. Firm maintains a list of all securities holdings for itself, and anyone associated with this advisory practice. These holdings are reviewed on a regular basis by Jeffrey Kelvin.
3. Firm requires that all individuals must act in accordance with all applicable federal and state regulations governing registered investment advisory practices.
4. Any individual not in observance of the above may be subject to termination.

## Item 12: Brokerage Practices

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Firm and associated persons recommend custodians to clients. This is based on products, services, costs, quality of execution and ability to meet clients' needs. There are no directed brokerage arrangements.

Advisor participates in the Institutional advisor program (the "Program") offered by TD Ameritrade Institutional. TD Ameritrade Institutional is a division of TD Ameritrade Inc., member FINRA/SIPC/NFA ("TD Ameritrade"), an unaffiliated SEC-registered broker-dealer and FINRA member. TD Ameritrade offers to independent investment advisors services that include custody of securities, trade execution, clearance, and settlement of transactions.

## Item 13: Review of Accounts

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Client accounts will be reviewed regularly on a quarterly basis by Brian Fricke, President. The account is reviewed with regards to the client's investment policies and risk tolerance levels. Events that may trigger a special review would be unusual performance, addition or deletions of client-imposed restrictions, excessive draw-down, volatility in performance, or buy and sell decisions from the firm or per client's needs.

Clients will receive trade confirmations from the broker(s) for each transaction in their accounts as well as monthly or quarterly statements and annual tax reporting statements from their custodian showing all activity in the accounts, such as receipt of dividends and interest.

Clients are provided with an updated annual net worth summary and performance reports at least annually. The advisor provides online performance reporting to all accounts offering 24/7 access.

# Item 14: Client Referrals and Other Compensation

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There are no solicitation arrangements or outside compensation arrangements.

There are no soft dollar arrangements that Financial Management Concepts participates in.

# Item 15: Custody

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Financial Management Concepts does not maintain custody of client funds or securities other than advisory fee deduction and standing letters of authorization. We establish relationships with non-affiliated third-party clearing/custodying broker-dealers who are responsible for taking custody of and maintaining all client funds and securities, as discussed in item 12. Account statements are sent directly to the client by the custodian which should be reviewed carefully by the client.

**Standing Letters of Authorization:** Financial Management Concepts does maintain a standing letter of authorization (SLOA) where the funds or securities are being sent to a third party, and the following conditions are met:

- a. The client provides an instruction to the qualified custodian, in writing, that includes the client's signature, the third party's name, and either the third party's address or the third party's account number at a custodian to which the transfer should be directed.
- b. The client authorizes Financial Management Concepts, in writing, either on the qualified custodian's form or separately, to direct transfers to the third party either on a specified schedule or from time to time.
- c. The client's qualified custodian performs appropriate verification of the instruction, such as a signature review or other method to verify the client's authorization and provides a transfer of funds notice to the client promptly after each transfer.
- d. The client has the ability to terminate or change the instruction to the client's qualified custodian.
- e. Financial Management Concepts has no authority or ability to designate or change the identity of the third party, the address, or any other information about the third party contained in the client's instruction.
- f. The client's qualified custodian sends the client, in writing, an initial notice confirming the instruction and an annual notice reconfirming the instruction.
- g. Financial Management Concepts maintains records showing that the third party is not a related party of Financial Management Concepts or located at the same address as Financial Management Concepts.

# Item 16: Investment Discretion

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Financial Management Concepts will assist clients in opening accounts with an independent custodian. Clients typically grant discretionary authority over accounts. In that discretionary authority is possible, the Firm will have the authority, without first obtaining specific client consent, to determine the securities to be bought or

sold and/or the amount of the securities to be bought or sold. The firm will place trades and negotiate transaction costs on the client's behalf.

## Item 17: Voting Client Securities

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We do not vote Client proxies. Therefore, Clients maintain exclusive responsibility for: (1) voting proxies, and (2) acting on corporate actions pertaining to the Client's investment assets. The Client shall instruct the Client's qualified custodian to forward to the Client copies of all proxies and shareholder communications relating to the Client's investment assets. If the client would like our opinion on a particular proxy vote, they may contact us at the number listed on the cover of this brochure.

In most cases, you will receive proxy materials directly from the account custodian. However, in the event we were to receive any written or electronic proxy materials, we would forward them directly to you by mail, unless you have authorized our firm to contact you by electronic mail, in which case, we would forward you any electronic solicitation to vote proxies.

## Item 18: Financial Information

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Insofar as no financial reporting is required, since the firm does not receive fees more than six months in advance, Financial Management Concepts is unaware of any financial condition that is reasonably likely to impair our ability to meet contractual commitments to clients.

In April of 2020, as a result of the economic uncertainty regarding the COVID-19 pandemic, FMC applied for and received a \$100,000 Payroll Protection Program loan funded through the Small Business Administration [Division A, Title I of the Coronavirus Aid, Relief, and Economic Security Act (CARES Act) (The Payroll Protection Act rule)]. This loan is forgivable if certain criteria are met by FMC and as of June 28, 2021, this loan has been forgiven.

## Financial Management Concepts

1700 Town Plaza Court  
Winter Springs, Florida 32708

Phone: 407-647-7006  
Fax: 407-647-7675

Website: [www.incredibleretirement.com](http://www.incredibleretirement.com)

Dated October 20, 2021

### Form ADV Part 2B – Brochure Supplement

*For*

**Brian Lee Fricke, CFP®**

President

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# Item 2: Educational Background and Business Experience

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**Brian L. Fricke, CFP®**

Born: 1959

## Business Experience

- 04/1991 – Present, Financial Management Concepts, President
- 09/1998 – 02/2007, Calton & Associates, Inc., Account Executive and Branch Manager
- 04/1991 – 09/1998, G.A. Repple & Company, Registered Representative

## Professional Designations

**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”).

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- Examination – 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;
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- 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

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No management person at Financial Management Concepts has ever been involved in an arbitration claim of any kind or been found liable in a civil, self-regulatory organization, or administrative proceeding.

## Item 4: Other Business Activities

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Brian Fricke is 25% owner of State Road Investments, LLC, an investor in vacant land. This activity accounts for approximately 10% of their time.

## Item 5: Additional Compensation

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Brian Fricke does not receive any economic benefit from any person, company, or organization, in exchange for providing clients advisory services through FMC.

## Item 6: Supervision

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Jeffrey Kelvin as Chief Compliance Officer of FMC, is responsible for supervision. He may be contacted at 407-647-7006.