



# Concierge Financial

## FORM ADV PART 2B

### FIRM BROCHURE SUPPLEMENT

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COVER PAGE – ITEM 1

## CONCIERGE FINANCIAL, INC.

855 MADISON COURT  
PALM BEACH GARDENS, FL 33410

## JAMES RUSSELL SCOTT, CFP®

*KNOWN PROFESSIONALLY AS RUSS SCOTT*

PRINCIPAL / CHIEF COMPLIANCE OFFICER / INVESTMENT ADVISOR REPRESENTATIVE

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This Brochure Supplement provides information about James Russell Scott (known professionally as Russ Scott) that supplements Concierge Financial, Inc. (hereafter “Concierge Financial”) Firm Brochure. You should have received a copy of that Brochure. Please contact Mr. Scott at (561) 623-7131 if you did not receive Concierge Financial's Brochure or if you have any questions about the contents of this supplement.

Additional information about James Russell Scott is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). Mr. Scott's CRD number is 4920768.

## **EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE – ITEM 2**

### **RUSS SCOTT, CERTIFIED FINANCIAL PLANNER™**

Year of Birth: 1980

#### **FORMAL EDUCATION:**

- Baylor University, BBA, Double major – Finance & Real Estate, Graduated 2002

#### **BUSINESS BACKGROUND:**

- Concierge Financial, Inc., Principal / Chief Compliance Officer / Investment Advisor Representative, 04/2018 - Present
- Regal Investment Advisors LLC, Investment Advisor Representative, 01/2014 – 04/2018
- ING Financial Partners, Inc., Registered Representative, 01/2011 – 12/2013
- Independent Insurance Agent, Self Employed, 06/2010 – 12/2010
- Green Bank, Private Banker, 04/2009 – 05/2010
- Wachovia Securities LLC, Wealth Management Relationship Manager, 03/2005 – 04/2009
- Wachovia Bank, Wealth Management Relationship Manager, 11/2004 – 04/2009

#### **PROFESSIONAL DESIGNATION: CERTIFIED FINANCIAL PLANNER™ Practitioner**

#### **PROFESSIONAL DESIGNATION QUALIFICATIONS:**

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 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.

## **PROFESSIONAL DESIGNATION QUALIFICATIONS (CONTINUED):**

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.

## **DISCIPLINARY INFORMATION – ITEM 3**

Registered Investment Advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of Mr. Scott and Concierge Financial.

Mr. Scott has not been involved in any reportable disciplinary events.

## **OTHER BUSINESS ACTIVITIES – ITEM 4**

Russ Scott is licensed as an Independent Insurance Agent in Florida. As a IA Rep of Concierge Financial, Mr. Scott may recommend insurance products and may also, as an independent insurance agent, sell those recommended insurance products to Clients.

When such recommendations or sales are made, a conflict of interest exists as Mr. Scott earns insurance commissions for the sale of those products, which may create an incentive to recommend such products. Concierge Financial requires that all IA Reps disclose this conflict of interest when such recommendations are made. Also, Concierge Financial requires IA Reps to disclose that Clients may purchase recommended insurance products from other insurance agents not affiliated with Concierge Financial.

## **ADDITIONAL COMPENSATION - ITEM 5**

Please refer to the *Other Business Activities* section above for disclosures on Mr. Scott's receipt of additional compensation as a result of his activities as a licensed insurance agent.

Also, please refer to the *Fees and Compensation* section and the *Client Referrals and Other Compensation* section of Concierge Financial's Firm Brochure for additional disclosures on this topic.

## **SUPERVISION – ITEM 6**

Russ Scott is an Investment Adviser Representative of Concierge Financial. In this role, Mr. Scott is responsible for the monitoring of client portfolios for investment objectives and other supervisory reviews. Mr. Scott is also the Chief Compliance Officer of Concierge Financial. In this capacity, Mr. Scott is responsible for the implementation of the firm's compliance program.

Concierge Financial has implemented a Code of Ethics and an internal compliance program that guides each Associated Person in meeting their fiduciary obligations to clients. Mr. Scott adheres himself to Concierge Financial's code of ethics and compliance manual as mandated. To obtain a copy of Concierge Financial's code of ethics, Clients may contact Mr. Scott at the phone number listed on the cover of this

Brochure Supplement. Additionally, Concierge Financial is subject to regulatory oversight by various agencies. These agencies require registration by Concierge Financial and its employees. As a registered entity, Concierge Financial is subject to examinations by regulators, which may be announced or unannounced. Concierge Financial is required to periodically update the information provided to these agencies and to provide various reports regarding firm business and assets under management.

**REQUIREMENTS FOR STATE REGISTERED ADVISERS – ITEM 7**

Russ Scott does not have, or has ever had, any reportable arbitration claims, has not been found liable in a reportable civil, self-regulatory organization or administrative proceeding, and has not been the subject of a bankruptcy petition.