

*This brochure supplement provides information about Jeff D Newburn that supplements the Plan2Thrive Financial, LLC brochure. You should have received a copy of that brochure. Please contact Jeff D Newburn if you did not receive Plan2Thrive Financial, LLC's brochure or if you have any questions about the contents of this supplement.*

*Additional information about Jeff D Newburn is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).*

## **Plan2Thrive Financial, LLC**

Form ADV Part 2B – Individual Disclosure Brochure

*for*

**Jeff D Newburn**

Personal CRD Number: 4326177

Investment Adviser Representative

Plan2Thrive Financial, LLC  
220 W Davenport St  
Eldridge, IA 52748  
(563) 323-5790  
[jeff@plan2thrivefs.com](mailto:jeff@plan2thrivefs.com)

UPDATED: 03/24/2022

## Item 2: Educational Background and Business Experience

**Name:** Jeff D Newburn      **Born:** 1956

### **Educational Background and Professional Designations:**

#### **Education:**

BS Industrial Education, Iowa State University - 1981

#### **Designations:**

##### **CFP® - Certified Financial Planner**

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.

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:

- i. 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
- ii. 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.

### **Business Background:**

12/2021 - Present	Investment Adviser Representative Plan2Thrive Financial, LLC
10/2010 – 12/2021	Financial Planner Plan2Thrive Financial Services
10/2010 – 12/2021	Financial Advisor LPL Financial

### **Item 3: Disciplinary Information**

The matter is no longer pending, as it was settled in May 2019, with Jeff Newburn not admitting to any wrongdoing, wherein LPL Financial LLC paid \$24,000 of which Jeff Newburn contributed \$0.

### **Item 4: Other Business Activities**

Jeff D Newburn is a licensed insurance agent. This activity creates a conflict of interest since there is an incentive to recommend insurance products based on commissions or other benefits received from the insurance company, rather than on the client’s needs. Additionally, the offer and sale of insurance products by supervised persons of Plan2Thrive Financial, LLC are not made in their capacity as a fiduciary, and products are limited to only those offered by certain insurance providers. Plan2Thrive Financial, LLC addresses this conflict of interest by requiring its supervised persons to act in the best interest of the client at all times, including when acting as an insurance agent. Plan2Thrive Financial, LLC periodically reviews recommendations by its supervised persons to assess whether they are based on an objective evaluation of each client’s risk profile and investment objectives rather than on the receipt of any commissions or other

benefits. Plan2Thrive Financial, LLC will disclose in advance how it or its supervised persons are compensated and will disclose conflicts of interest involving any advice or service provided. At no time will there be tying between business practices and/or services (a condition where a client or prospective client would be required to accept one product or service conditioned upon the selection of a second, distinctive tied product or service). No client is ever under any obligation to purchase any insurance product. Insurance products recommended by Plan2Thrive Financial, LLC's supervised persons may also be available from other providers on more favorable terms, and clients can purchase insurance products recommended through other unaffiliated insurance agencies.

Jeff D Newburn is a Life Coach with Plan2Trive Life Coaching.

Jeff D Newburn owns residential rental properties, in Davenport and Bettendorf, IA.

Jeff D Newburn owns and manages a warehouse and office building in Cedar Rapids, IA.

### **Item 5: Additional Compensation**

Jeff D Newburn does not receive any economic benefit from any person, company, or organization, other than Plan2Thrive Financial, LLC in exchange for providing clients advisory services through Plan2Thrive Financial, LLC.

### **Item 6: Supervision**

As a representative of Plan2Thrive Financial, LLC, Jeff D Newburn is supervised by Patrick L Reid, the firm's Chief Compliance Officer. Patrick L Reid is responsible for ensuring that Jeff D Newburn adheres to all required regulations regarding the activities of an Investment Adviser Representative, as well as all policies and procedures outlined in the firm's Code of Ethics and compliance manual. The phone number for Patrick L Reid is (563) 323-5790.

## Item 7: Requirements For State Registered Advisers

*This disclosure is required by state securities authorities and is provided for your use in evaluating this investment advisor representative's suitability.*

- A. Jeff D Newburn has been involved in an arbitration claim alleging damages in excess of \$2,500, involving an investment-related activity.
  
- B. Jeff D Newburn has NOT been the subject of a bankruptcy.