

## **Firm Brochure**

(Part 2A of Form ADV)

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This brochure provides information about the qualifications and business practices of HOLLY DONALDSON FINANCIAL PLANNING, LLC. If you have any questions about the contents of this brochure, please contact us at: 813-781-8040, or by email at: [holly@hollypdonaldson.com](mailto:holly@hollypdonaldson.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 HOLLY DONALDSON FINANCIAL PLANNING, LLC is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov)

**MARCH 1, 2018**

## **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.

### **Full Brochure Available**

Whenever you would like to receive a complete copy of our Firm Brochure, please contact us by telephone at: 813-781-8040 or by email at: [holly@hollypdonaldson.com](mailto:holly@hollypdonaldson.com).

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# Advisory Business

## Firm Description

HOLLY DONALDSON FINANCIAL PLANNING, LLC, was founded in 2006.

HOLLY DONALDSON FINANCIAL PLANNING, LLC provides personalized confidential financial planning to individuals, trusts, estates, charitable organizations and small businesses. Advice is provided through consultation with the client and may include: determination of financial objectives, identification of financial problems, cash flow management, tax planning, insurance review, asset allocation, education funding, retirement planning, and estate planning. The scope of the financial planning process may vary depending upon various factors, including the client's specific circumstances, needs and/or objectives.

HOLLY DONALDSON FINANCIAL PLANNING, LLC is strictly a fee-only financial firm. The firm does not sell annuities, insurance, stocks, bonds, mutual funds, limited partnerships, or other commissioned products. The firm is not affiliated with entities that sell financial products or securities. No commissions in any form are accepted. No finder's fees are accepted.

Investment advice is an integral part of financial planning. In addition, HOLLY DONALDSON FINANCIAL PLANNING, LLC advises clients regarding cash flow, college planning, retirement planning, tax planning and estate planning.

Investment advice is provided, with the client, or the client's investment manager, making the final decision on investment selection. HOLLY DONALDSON FINANCIAL PLANNING, LLC does not act as a custodian of client assets. The client always maintains asset control.

When providing investment advice on retirement accounts HOLLY DONALDSON FINANCIAL PLANNING, LLC's status is as a fiduciary to clients.

After the initial meeting, a written evaluation of each client's initial situation is provided to the client, often in the form of a net worth statement. Periodic reviews are also communicated to provide reminders of the specific courses of action that need to be taken. More frequent reviews occur but are not necessarily communicated to the client unless immediate changes are recommended.

Other professionals (e.g., lawyers, accountants, insurance agents, etc.) are engaged directly by the client on an as-needed basis. Conflicts of interest will be disclosed to the client in the unlikely event they should occur.

The initial meeting, which is usually by telephone, is considered an exploratory interview to determine the extent to which financial planning may be beneficial to the client.

**Principal Owners**

Holly P. Donaldson is the Managing Member and sole Member of Holly Donaldson Financial Planning, LLC.

**Types of Advisory Services**

HOLLY DONALDSON FINANCIAL PLANNING, LLC furnishes financial planning and investment advice through consultations.

On more than an occasional basis, HOLLY DONALDSON FINANCIAL PLANNING, LLC furnishes advice to clients on matters not involving securities, such as financial planning matters, taxation issues, and trust services that often include estate planning.

**Tailored Relationships**

The goals and objectives for each ongoing client are documented in our client management system.

Agreements may not be assigned without client consent.

**Types of Agreements**

The following agreements define the typical client relationships.

**Hourly Planning Engagements**

HOLLY DONALDSON FINANCIAL PLANNING, LLC provides hourly planning services for clients who need advice on a limited scope of work. The hourly rate for limited scope engagements is \$300 - \$550, depending upon the type of work.

**Financial Checkup/Review**

HOLLY DONALDSON FINANCIAL PLANNING, LLC provides a one-time meeting for those with big picture or long-term questions, and those looking for a second opinion on existing financial plans or investment proposals.

**Financial Road Map**

HOLLY DONALDSON FINANCIAL PLANNING, LLC provides a Financial Road Map service when financial planning software is required to provide answers to clients' most pressing questions.

**Financial Planning Ongoing Agreement**

A financial planning ongoing agreement is designed to help guide the client in implementing and monitoring recommended changes after the initial financial plan is completed. Investment management services are not provided.

The financial plan may include, but is not limited to: a net worth statement; a cash flow statement; a review of investment accounts, including reviewing asset allocation and providing repositioning recommendations; strategic tax planning; a review of retirement accounts and plans including recommendations; a review of insurance policies and recommendations for questions to ask insurance agents, if necessary; one or more retirement scenarios; estate planning review and recommendations; and education planning with funding recommendations.

Implementation of the recommendations is at the discretion of the client.

The fee for an ongoing agreement is predicated upon the facts known at the start of the engagement. The *fee range is \$1,500 to \$17,000* and is *negotiable*.

In the event that the client's situation is substantially different than disclosed at the initial meeting, a revised fee will be provided for mutual agreement.

The client must approve the change of scope in advance of the additional work being performed when a fee increase is necessary.

#### **Advisory Service Agreement**

HOLLY DONALDSON FINANCIAL PLANNING, LLC does not engage in investment advisory services as a separate service and therefore does not provide Advisory Service Agreements.

#### **Fixed Fee (formerly known as Retainer) Agreement**

In some circumstances, a *Fixed Fee Agreement* is executed in lieu of an Hourly Planning Engagement when it is more appropriate to work on a fixed-fee basis. The annual fee for a *Fixed Fee Agreement* is \$1,500 - \$17,000 and is *negotiable*.

#### **Investment Management Agreement**

HOLLY DONALDSON FINANCIAL PLANNING, LLC does not provide Investment Management services and therefore does not provide Investment Management Agreements.

#### **Wrap Fee Programs**

HOLLY DONALDSON FINANCIAL PLANNING, LLC does not participate in any wrap fee programs.

#### **Asset Management**

HOLLY DONALDSON FINANCIAL PLANNING, LLC does not provide asset management services. The firm will oversee the implementation of asset allocation recommendations with a third-party investment manager chosen by the client.

Assets are recommended to be invested primarily in no-load or low-load mutual funds and exchange-traded funds, usually through discount brokers or

fund companies. Fund companies charge each fund shareholder an investment management fee that is disclosed in the fund prospectus. Discount brokerages may charge a transaction fee for the purchase of some funds.

Stocks and bonds may be purchased or sold through a brokerage account when appropriate. The brokerage firm charges a fee for stock and bond trades. HOLLY DONALDSON FINANCIAL PLANNING, LLC does not receive any compensation, in any form, from fund companies, broker-dealers, or registered representatives of broker-dealers, for trades of stocks and bonds.

Investments may also include: equities (stocks), warrants, corporate debt securities, commercial paper, certificates of deposit, municipal securities, investment company securities (variable life insurance, variable annuities, and mutual funds shares), U. S. government securities, options contracts, futures contracts, and interests in partnerships.

Initial public offerings (IPOs) are not available through HOLLY DONALDSON FINANCIAL PLANNING, LLC.

### **Termination of Agreement**

A Client may terminate any of the aforementioned agreements at any time by notifying HOLLY DONALDSON FINANCIAL PLANNING, LLC in writing and paying the rate for the time spent on the investment advisory engagement prior to notification of termination. If the client made an advance payment, HOLLY DONALDSON FINANCIAL PLANNING, LLC will refund any unearned portion of the advance payment.

HOLLY DONALDSON FINANCIAL PLANNING, LLC may terminate any of the aforementioned agreements at any time by notifying the client in writing. If the client made an advance payment, HOLLY DONALDSON FINANCIAL PLANNING, LLC will refund any unearned portion of the advance payment.

## **Fees and Compensation**

### **Description**

HOLLY DONALDSON FINANCIAL PLANNING, LLC bases its fees on hourly charges and/or fixed fees.

*Fixed Fee Agreements and Financial Plans* are priced based on the complexity of work, and the complexity of the client situation.

Fees are *negotiable*.

### **Fee Billing**

HOLLY DONALDSON FINANCIAL PLANNING, LLC requires a fee of \$300 - \$1200 due at the initial meeting. Clients choose their own payment schedules – monthly or semi-annually - for ongoing financial planning and fixed fees. Hourly engagement billings are due within 30 days.



HOLLY DONALDSON FINANCIAL PLANNING, LLC does not deduct fees from client accounts.

### **Other Fees**

Custodians may charge transaction fees on purchases or sales of certain mutual funds and exchange-traded funds. These transaction charges are usually small and incidental to the purchase or sale of a security. The selection of the security is more important than the nominal fee that the custodian charges to buy or sell the security.

### **Expense Ratios**

Mutual funds generally charge a management fee for their services as investment managers. The management fee is called an expense ratio. For example, an expense ratio of 0.50 means that the mutual fund company charges 0.5% for their services. These fees are in addition to the fees paid to HOLLY DONALDSON FINANCIAL PLANNING, LLC.

Performance figures quoted by mutual fund companies in various publications are after their fees have been deducted.

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

HOLLY DONALDSON FINANCIAL PLANNING, LLC reserves the right to stop work on any account that is more than 30 days overdue. In addition, HOLLY DONALDSON FINANCIAL PLANNING, LLC 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, in HOLLY DONALDSON FINANCIAL PLANNING, LLC's judgment, to providing proper financial advice. Any unused portion of fees collected in advance will be refunded within 15 days.

## **Performance-Based Fees**

### **Sharing of Capital Gains**

Fees are not based on a share of the capital gains or capital appreciation of managed securities.

HOLLY DONALDSON FINANCIAL PLANNING, LLC 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.

## **Types of Clients**

### **Description**

HOLLY DONALDSON FINANCIAL PLANNING, LLC generally provides investment advice to individuals, trusts, estates, charitable organizations and small businesses.

Client relationships vary in scope and length of service.

### **Account Minimums**

HOLLY DONALDSON FINANCIAL PLANNING, LLC does not require a minimum account size.

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

### **Methods of Analysis**

Security analysis methods may include fundamental analysis, technical analysis, and cyclical analysis, depending upon the investment manager chosen by the client.

The main sources of information include financial newspapers and magazines, research materials prepared by others, corporate rating services, annual reports, prospectuses, filings with the Securities and Exchange Commission, and company press releases.

Other sources of information that HOLLY DONALDSON FINANCIAL PLANNING, LLC may use include Morningstar Principia mutual fund information, Morningstar Principia stock information, and the Internet.

### **Investment Strategies**

The primary investment strategy used on client accounts is dependent upon the investment manager chosen by the client. We most commonly favor investment managers who use strategic asset allocation. This means they utilize a core and satellite approach, where they use passively-managed index and exchange-traded funds as the core investments, and then add actively-managed funds or individual securities where there are greater opportunities to make a difference. Portfolios are globally diversified to control the risk associated with traditional markets.

The investment strategy for a specific client is based upon the objectives stated by the client during consultations. The client may change these objectives at any time.

Other strategies may include long-term purchases, short-term purchases, trading, short sales, margin transactions, and option writing (including covered options, uncovered options or spreading strategies).

### **Risk of Loss**

All investment programs have certain risks that are borne by the investor. Our investment approach constantly keeps the risk of loss in mind. Investors face the following investment risks:

- **Interest-rate Risk:** Fluctuations in interest rates may cause investment prices to fluctuate. For example, when interest rates rise, yields on existing bonds become less attractive, causing their market values to decline.

- **Market Risk:** The price of a security, bond, or mutual fund may drop in reaction to tangible and intangible events and conditions. This type of risk is caused by external factors independent of a security's particular underlying circumstances. For example, political, economic and social conditions may trigger market events.
- **Inflation Risk:** When any type of inflation is present, a dollar today will not buy as much as a dollar next year, because purchasing power is eroding at the rate of inflation.
- **Currency Risk:** Overseas investments are subject to fluctuations in the value of the dollar against the currency of the investment's originating country. This is also referred to as exchange rate risk.
- **Reinvestment Risk:** This is the risk that future proceeds from investments may have to be reinvested at a potentially lower rate of return (i.e. interest rate). This primarily relates to fixed income securities.
- **Business Risk:** These risks are associated with a particular industry or a particular company within an industry. For example, oil-drilling companies depend on finding oil and then refining it, a lengthy process, before they can generate a profit. They carry a higher risk of profitability than an electric company, which generates its income from a steady stream of customers who buy electricity no matter what the economic environment is like.
- **Liquidity Risk:** Liquidity is the ability to readily convert an investment into cash. Generally, assets are more liquid if many traders are interested in a standardized product. For example, Treasury Bills are highly liquid, while real estate properties are not.
- **Financial Risk:** Excessive borrowing to finance a business' operations increases the risk of profitability, because the company must meet the terms of its obligations in good times and bad. During periods of financial stress, the inability to meet loan obligations may result in bankruptcy and/or a declining market value.

## **Disciplinary Information**

### **Legal and Disciplinary**

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

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

### **Financial Industry Activities**

HOLLY DONALDSON FINANCIAL PLANNING, LLC is a Florida Registered Investment Adviser.

No employees are registered, or have an application pending to register, as a broker-dealer, or registered representative of a broker-dealer.

No employees are registered, or have an application pending to register, as a futures commission merchant, commodity pool operator, a commodity trading advisor, or an associated person of the foregoing entities.

### **Affiliations**

HOLLY DONALDSON FINANCIAL PLANNING, LLC has no arrangements that are material to its advisory services or to its clients with a related person who is a broker-dealer, investment company, financial planning firm, commodity pool operator, commodity trading adviser or futures commission merchant, banking or thrift institution, accounting firm, law firm, insurance company or agency, pension consultant, real estate broker or dealer, or an entity that creates or packages limited partnerships.

HOLLY DONALDSON FINANCIAL PLANNING, LLC has an arrangement with Garrison Asset Management, Inc. ("GAM"), a Florida registered investment adviser, whereby HOLLY DONALDSON FINANCIAL PLANNING, LLC provides financial planning services for GAM investment management clients. Fixed-fee clients of HOLLY DONALDSON FINANCIAL PLANNING, LLC do not participate in this arrangement. For non-fixed-fee clients, GAM compensates HOLLY DONALDSON FINANCIAL PLANNING, LLC at an hourly rate for work performed. GAM has sponsored events where Holly Donaldson was speaking, and purchased books, editing and publishing services, and written and online educational material from Holly Donaldson's company, Porchview Publishing, LLC. This creates a conflict of interest, since HOLLY DONALDSON FINANCIAL PLANNING, LLC may recommend GAM as an investment manager to clients. When recommending GAM as an investment manager, HOLLY DONALDSON FINANCIAL PLANNING, LLC fully discloses this conflict, and also recommends other investment managers, with whom HOLLY DONALDSON FINANCIAL PLANNING, LLC has no such arrangements. Selection of the investment manager is at the client's full discretion.

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

### **Code of Ethics**

The employees of HOLLY DONALDSON FINANCIAL PLANNING, LLC have committed to a Code of Ethics that is available for review by clients and

prospective clients upon request. 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**

HOLLY DONALDSON FINANCIAL PLANNING, LLC and its employees may buy or sell securities that are also held by clients. Employees may not trade their own securities ahead of client trades. Employees comply with the provisions of the HOLLY DONALDSON FINANCIAL PLANNING, LLC *Compliance Manual*.

### **Personal Trading**

The Chief Compliance Officer of HOLLY DONALDSON FINANCIAL PLANNING, LLC is Holly Donaldson. She reviews all employee trades each quarter. The personal trading reviews ensure that the personal trading of employees does not affect the markets, and that clients of the firm receive preferential treatment. Since most employee trades are small mutual fund trades or exchange-traded fund trades, the trades do not affect the securities markets.

## **Brokerage Practices**

### **Selecting Brokerage Firms**

HOLLY DONALDSON FINANCIAL PLANNING, LLC does not have any affiliation with product sales firms. Specific custodian recommendations are made to Clients based on their need for such services. HOLLY DONALDSON FINANCIAL PLANNING, LLC recommends custodians based on the proven integrity and financial responsibility of the firm, quality of customer service, and the best execution of orders at reasonable commission rates.

HOLLY DONALDSON FINANCIAL PLANNING, LLC recommends discount brokerage firms and trust companies (qualified custodians), such as, in no particular order, Fidelity, Vanguard, Bank of America, Wells Fargo, SunTrust, BB&T, Sabal Trust Company, TD Ameritrade, Members Trust Company, BNY Mellon, and Northern Trust.

HOLLY DONALDSON FINANCIAL PLANNING, LLC *DOES NOT* receive fees or commissions from any of these arrangements.

### **Best Execution**

HOLLY DONALDSON FINANCIAL PLANNING, LLC expects clients' investment managers to review the execution of trades at each custodian each quarter. Trading fees charged by the custodians is also reviewed on a quarterly basis. HOLLY DONALDSON FINANCIAL PLANNING, LLC does not receive any portion of the trading fees.

**Soft Dollars**

HOLLY DONALDSON FINANCIAL PLANNING, LLC receives no software maintenance credits from any custodians or brokerage firms.

**Order Aggregation**

HOLLY DONALDSON FINANCIAL PLANNING, LLC expects investment managers used by clients to utilize order aggregation wherever the client might benefit. If most trades are mutual funds or exchange-traded funds, then trade aggregation does not garner any client benefit.

**Review of Accounts****Periodic Reviews**

Account reviews are performed quarterly, semi-annually, annually, or by client request by Holly Donaldson, CFP® , Managing Member. Account reviews are performed more frequently when market conditions dictate.

**Review Triggers**

Other conditions that may trigger a review are changes in the tax laws, new investment information, and changes in a client's own situation.

**Regular Reports**

Clients receive periodic communications on at least an annual basis. *Fixed Fee Agreement* clients receive written or electronic quarterly updates. The written or electronic updates may include a net worth statement, portfolio statement, and a summary of objectives and progress towards meeting those objectives.

**Client Referrals and Other Compensation****Incoming Referrals**

HOLLY DONALDSON FINANCIAL PLANNING, LLC has been fortunate to receive many client referrals over the years. The referrals came from current clients, estate planning attorneys, accountants, and other similar sources. The firm does not compensate referring parties for these referrals.

**Referrals Out**

HOLLY DONALDSON FINANCIAL PLANNING, LLC does not accept referral fees or any form of remuneration from other professionals when a prospect or client is referred to them.

**Other Compensation**

HOLLY DONALDSON FINANCIAL PLANNING, LLC has an arrangement with Garrison Asset Management, Inc. ("GAM"), a Florida registered investment adviser, whereby HOLLY DONALDSON FINANCIAL PLANNING, LLC

provides financial planning services for GAM investment management clients. Fixed-fee clients of HOLLY DONALDSON FINANCIAL PLANNING, LLC do not participate in this arrangement. For non-fixed-fee clients, GAM compensates HOLLY DONALDSON FINANCIAL PLANNING, LLC at an hourly rate for work performed. GAM has sponsored events where Holly Donaldson was speaking, and purchased books, editing and publishing services, and written and online educational material from Holly Donaldson's company, Porchview Publishing, LLC. This creates a conflict of interest, since HOLLY DONALDSON FINANCIAL PLANNING, LLC may recommend GAM as an investment manager to clients. When recommending GAM as an investment manager, HOLLY DONALDSON FINANCIAL PLANNING, LLC fully discloses this conflict, and also recommends other investment managers, with whom HOLLY DONALDSON FINANCIAL PLANNING, LLC has no such arrangements. Selection of the investment manager is at the client's full discretion.

## **Custody**

### **Account Statements**

All assets are held at qualified custodians, which means the custodians provide account statements directly to clients at their address of record at least quarterly.

### **Performance Reports**

Clients are urged to compare the account statements received directly from their custodians to the performance report statements provided their investment manager(s).

### **Net Worth Statements**

Clients are frequently provided net worth statements and net worth graphs that are generated from our financial planning software. Net worth statements contain approximations of bank account balances provided by the client, as well as the value of land and hard-to-price real estate. 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.

## **Investment Discretion**

### **Discretionary Authority for Trading**

HOLLY DONALDSON FINANCIAL PLANNING, LLC does not accept discretionary authority to manage securities accounts on behalf of clients. HOLLY DONALDSON FINANCIAL PLANNING, LLC does not have 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.

The client approves the custodian to be used and the commission rates paid to the custodian. HOLLY DONALDSON FINANCIAL PLANNING, LLC does not receive any portion of the transaction fees or commissions paid by the client to the custodian on certain trades.

### **Limited Power of Attorney**

A limited power of attorney is a trading authorization for this purpose. You sign a limited power of attorney so that the investment manager may execute the trades that you have approved.

## **Voting Client Securities**

### **Proxy Votes**

HOLLY DONALDSON FINANCIAL PLANNING, LLC does not vote proxies on securities. Clients are expected to vote their own proxies.

When assistance on voting proxies is requested, HOLLY DONALDSON FINANCIAL PLANNING, LLC will provide recommendations to the Client. If a conflict of interest exists, it will be disclosed to the Client..

## **Financial Information**

### **Financial Condition**

HOLLY DONALDSON FINANCIAL PLANNING, LLC does not have any financial impairment that will preclude the firm from meeting contractual commitments to clients.

## **Business Continuity Plan**

### **General**

HOLLY DONALDSON FINANCIAL PLANNING, LLC 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 storms, hurricanes, tornados, 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, T-1 communications line outage, Internet outage, railway accident and aircraft accident. Electronic files are backed up daily and archived offsite.



### **Alternate Offices**

Alternate offices 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.

### **Loss of Key Personnel**

HOLLY DONALDSON FINANCIAL PLANNING, LLC has verbal and written agreements with other financial advisory firms and/or professional fiduciaries to support HOLLY DONALDSON FINANCIAL PLANNING, LLC in the event of Holly Donaldson's serious disability or death.

## **Information Security Program**

### **Information Security**

HOLLY DONALDSON FINANCIAL PLANNING, LLC maintains an information security program to reduce the risk that your personal and confidential information may be breached.

### **Privacy Notice**

HOLLY DONALDSON FINANCIAL PLANNING, LLC 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 you may include information about your personal finances, information about your health to the extent that it is needed for the financial planning process, information about transactions between you and third parties, and information from consumer reporting agencies, e.g., credit reports. We use this information to help you meet your personal financial goals.

With your permission, we disclose limited information to attorneys, accountants, trust officers, and lenders with whom you have established a relationship. You 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 your permission, we share a limited amount of information about you with your investment manager so they may execute securities transactions on your behalf.

We maintain a secure office to ensure that your information is not placed at unreasonable risk. We employ a firewall barrier, secure data encryption techniques and authentication procedures in our computer environment.

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

Personally identifiable information about you will be maintained while you are a client, 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 you in advance if our privacy policy is expected to change. We are required by law to deliver this *Privacy Notice* to you annually, in writing.

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

### Education and Business Standards

HOLLY DONALDSON FINANCIAL PLANNING, LLC requires that advisors in its employ have a bachelor's degree and further coursework demonstrating knowledge of financial planning and tax planning. Examples of acceptable coursework include: an MBA, a CFP®, a CFA, JD, CTFA, EA, PFS, or CPA. Additionally, advisors must have work experience that demonstrates their aptitude for financial planning and investment management.

### Professional Certifications

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

Certified Financial Planner (CFP): Certified Financial Planners are licensed by the CFP Board to use the CFP mark. CFP certification requirements:

- Bachelor's degree from an accredited college or university.
- Completion of the financial planning education requirements set by the CFP Board ([www.cfp.net](http://www.cfp.net)).
- Successful completion of the 10-hour CFP® Certification Exam.
- Three-year qualifying full-time work experience.
- Successfully pass the Candidate Fitness Standards and background check.

Chartered Financial Analyst (CFA): Chartered Financial Analysts are licensed by the CFA Institute to use the CFA mark. CFA certification requirements:

- Hold a bachelor's degree from an accredited institution or have equivalent education or work experience.
- Successful completion of all three exam levels of the CFA Program.
- Have 48 months of acceptable professional work experience in the investment decision-making process.
- Fulfill society requirements, which vary by society. Unless you are upgrading from affiliate membership, all societies require two sponsor statements as part of each application; these are submitted online by your sponsors.
- Agree to adhere to and sign the Member's Agreement, a Professional Conduct Statement, and any additional documentation requested by CFA Institute.

Enrolled Agent (EA): Enrolled Agents are enrolled by the Internal Revenue Service and authorized to use the EA designation. EA enrollment requirements:

- Successful completion of the three-part IRS Special Enrollment Examination (SEE), or completion of five years of employment by the IRS in a position which regularly interpreted and applied the tax code and its regulations.
- Successfully pass the background check conducted by the IRS.

**Holly P. Thomas, CFP®, MBA, M.A., Economics**

Educational Background:

- Date of Birth: December 19, 1965
- B.A. Economics, Davidson College, Davidson, NC (1986)
- M.B.A., Finance and Management Information Systems, Univ. of South Florida, Tampa, Florida (1998)
- M.A. Economics, Univ. of South Florida, Tampa, Florida (2007)

Business Experience:

Managing Member, Holly Donaldson Financial Planning, LLC (2006 – present). Florida Registered Investment Adviser.

Senior Relationship Manager, Raymond James Trust Private Wealth Management (April 2005 – August 2006). Developed new clients for new division of trust company. Implemented client financial plans with attorneys, CPAs, and in-house investment managers and insurance agents. Monitored relationships for changes in economic conditions, market conditions, or client conditions which may affect plans. Implemented community-based marketing events.

Senior Vice President, Wachovia Wealth Management (August 1996 – April 2005). Assigned investment managers to client portfolios and monitored performance. ). Structured corporate and personal debt, interest rate swaps and currency hedges. Consulted with clients on goals, cash management, estate planning, and financial planning. Grew total revenues of client base from \$900,000 to \$3,600,000. 2004 Florida Relationship Manager of the Year.

Vice President and Senior Underwriter, Wachovia Bank, N.A. (1994 – August 1996). Negotiated and structured corporate debt and derivative contracts with corporate clients. Analyzed financials and cash flow projections. Achieved single-signature loan authority of \$1,000,000.

Assistant Vice President and Commercial Banker, First Union Bank (1991 – 1994).  
Renegotiated debt terms with commercial borrowers following failure of Southeast Bank. Determined suitability for RTC "pool." Performed due diligence on bank portfolios under consideration for First Union acquisitions.

Commercial Banker and Credit Analyst , Southeast Bank, N.A. (1986 – 1991).

Disciplinary Information: None.

Other Business Activities: None.

Additional Compensation: None

Supervision: Holly Donaldson is the sole employee.

Arbitration Claims: None

Self-Regulatory Organization or Administrative Proceeding: None

Bankruptcy Petition: None