

**Form ADV Part 2B:**  
*Brochure Supplement*

**Kyle D. Playford, CFP®**

*Investment Adviser Representative*

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***This brochure supplement provides information about Kyle Playford that supplements the AdvisorNet Wealth Management disclosure brochure. You should have received a copy of that brochure. Please contact AdvisorNet's Chief Compliance Officer at 612.347.8600 or [advisorycompliance@advisornet.com](mailto:advisorycompliance@advisornet.com) if you did not receive AdvisorNet's brochure or if you have questions about the content of this supplement.***

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

## Item 2: Educational Background and Business Experience

Name: Kyle Playford

Year of Birth: 1991

### Education:

Degree/Course of Study	Educational Institution Name/Location
Bachelor of Science/Finance	Cedarville University/Cedarville, OH

### Professional Designation(s):

Designation	Minimum Qualifications
<b>Certified Financial Planner, CFP®</b>	<p>Education: CFP® professionals must develop their theoretical and practical financial planning knowledge by completing a comprehensive course of study at a college or university offering a financial planning curriculum approved by CFP Board. Other options for satisfying the education component include submitting a transcript review or previous financial planning-related course work to CFP Board for review and credit or showing the attainment of certain professional designations or academic degrees.</p> <p>Examination: CFP® practitioners must pass a comprehensive two-day, 10-hour CFP® Certification Examination that tests their ability to apply financial planning knowledge in an integrated format. Based on regular research of what planners do, the exam covers the financial planning process, tax planning, employee benefits and retirement planning, estate planning, investment management and insurance.</p> <p>Experience: CFP® professionals must have three years minimum experience in the financial planning process prior to earning the right to use the CFP® certification marks. As a result, CFP® practitioners possess financial counseling skills in addition to financial planning knowledge.</p> <p>Ethics: As a final step to certification, CFP® practitioners agree to abide by a strict code of professional conduct, known as CFP Board's Code of Ethics and Professional Responsibility that sets forth their ethical responsibilities to the public, clients and employers. CFP Board also performs a background check during this process, and each individual must disclose any investigations or legal proceedings related to their professional or business conduct.</p> <p>Once certified, CFP® practitioners are required to maintain technical competence and fulfill ethical obligations. Every two years, they must complete a minimum 30 hours of continuing education to stay current with developments in the financial planning profession and better serve clients. Two of these hours are spent studying or discussing CFP Board's Code of Ethics or Practice Standards. In addition to the biennial continuing education requirement, all CFP® practitioners voluntarily disclose any public, civil, criminal or disciplinary actions that may have been taken against them during the previous two years as part of the renewal process.</p>

**Professional Experience:**

<b>Date Range</b>	<b>Title/Position</b>	<b>Company</b>
2021-Present	Investment Adviser Representative	AdvisorNet Financial, Inc., dba AdvisorNet Wealth Management
2019-Present	Relationship Manager	Freedom Financial Partners
2018-2019	Administrative Assistant	Pine Grove Financial Group
2017-2019	Registered Representative	Cetera Advisor Networks, LLC
2016-2017	Client Service	JPM Investment Management
2015-2016	Call Center Specialist	JPMorgan Chase
2014-2015	Personal Banker	US Bank

**Item 3: Disciplinary Information**

There are no legal or disciplinary events that are material to a client’s or prospective client’s evaluation of Kyle Playford.

**Item 4: Other Business Activities**

As stated above in Item 2, Kyle Playford does not engage in any outside business activities.

**Item 5: Additional Compensation**

Other than advisory fees from AdvisorNet Wealth Management, Kyle Playford does not receive any economic benefit from any person, company, or organization, in exchange for providing clients advisory services through AdvisorNet Wealth Management.

**Item 6: Supervision**

The Firm supervises its investment adviser representative advisory activities according to various functional areas, appointing one or more individuals as designated supervisors for each area. The Firm monitors a supervised person’s investment advice by reviewing an account’s investment parameters, allocations and trading activity, among other things. The Firm’s Chief Compliance Officer (CCO) administers the Firm’s compliance program. Any questions related to the Firm’s supervision of Kyle Playford may be directed to CCO Evan Chang at 612.347.7807 or at [advisorycompliance@advisor.net](mailto:advisorycompliance@advisor.net).

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