

Freedom Financial Partners, LLC

600 Inwood Avenue North, Suite 260
Oakdale, MN 55128

Phone: (651)797-3532

Fax: (651)797-3509

www.ffpforme.com

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Form ADV Part 2B – Brochure Supplement

For

John S. Schwalbach, CFP[®], CLU[®], AIF[®], CEPA[®]

Co-President

This brochure supplement provides information about John S. Schwalbach that supplements the Freedom Financial Partners, LLC (“Freedom Financial”) brochure. A copy of that brochure precedes this supplement. Please contact John S. Schwalbach if the Freedom Financial brochure is not included with this supplement or if you have any questions about the contents of this supplement.

Additional information about John S. Schwalbach is available on the SEC’s website at www.adviserinfo.sec.gov which can be found using the identification number 2769294.

Item 2: Educational Background and Business Experience

John S. Schwalbach, CFP®, CLU®, AIF®, CEPA®, CBDA®

Born: 1974

Educational Background

- 1997 – Bachelor of Arts, Political Science, St. John’s University, Collegeville, Minnesota

Business Experience

- 02/2013 – Present, Freedom Financial Partners, LLC, Co -President
- 12/2019 – Present, FFP Insurance, LLC, Co-President and Insurance Agent
- 02/2020 – Present, AdvisorNet Financial, Inc., dba AdvisorNet Wealth Management, Investment Advisor Representative
- 09/2017 – 09/2020, United Capital Financial Advisers, Investment Advisor Representative
- 02/2013 – 09/2017, Investment Centers of America, Inc., Registered Representative

Professional Designations, Licensing & Exams

CERTIFIED FINANCIAL PLANNER™ professional

I am certified for financial planning services in the United States by Certified Financial Planner Board of Standards, Inc. (“CFP Board”). Therefore, I may refer to myself as a CERTIFIED FINANCIAL PLANNER™ professional or a CFP® professional, and I may use these and CFP Board’s other certification marks (the “CFP Board Certification Marks”). The CFP® certification is voluntary. No federal or state law or regulation requires financial planners to hold the CFP® certification. You may find more information about the CFP® certification at www.cfp.net.

CFP® professionals have met CFP Board’s high standards for education, examination, experience, and ethics. To become a CFP® professional, an individual must fulfill the following requirements:

- **Education** – Earn a bachelor’s degree or higher from an accredited college or university and complete CFP Board-approved coursework at a college or university through a CFP Board Registered Program. The coursework covers the financial planning subject areas CFP Board has determined are necessary for the competent and professional delivery of financial planning services, as well as a comprehensive financial plan development capstone course. A candidate may satisfy some of the coursework requirement through other qualifying credentials.
- **Examination** – Pass the comprehensive CFP® Certification Examination. The examination is designed to assess an individual’s ability to integrate and apply a broad base of financial planning knowledge in the context of real-life financial planning situations.
- **Experience** – Complete 6,000 hours of professional experience related to the personal financial planning process, or 4,000 hours of apprenticeship experience that meets additional requirements.
- **Ethics** – Satisfy the *Fitness Standards for Candidates for CFP® Certification and Former CFP®*

Professionals Seeking Reinstatement and agree to be bound by CFP Board's *Code of Ethics and Standards of Conduct* ("Code and Standards"), which sets forth the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements to remain certified and maintain the right to continue to use the CFP Board Certification Marks:

- **Ethics** – Commit to complying with CFP Board's *Code and Standards*. This includes a commitment to CFP Board, as part of the certification, to act as a fiduciary, and therefore, act in the best interests of the client, at all times when providing financial advice and financial planning. CFP Board may sanction a CFP® professional who does not abide by this commitment, but CFP Board does not guarantee a CFP® professional's services. A client who seeks a similar commitment should obtain a written engagement that includes a fiduciary obligation to the client.
- **Continuing Education** – Complete 30 hours of continuing education every two years to maintain competence, demonstrate specified levels of knowledge, skills, and abilities, and keep up with developments in financial planning. Two of the hours must address the *Code and Standards*.

Chartered Life Underwriter® (CLU®): This designation is issued by The American College and is granted to individuals who have at least three years of full-time business experience within the five years preceding the awarding of the designation. The candidate is required to take a series of mandatory courses which include, for example, the following: insurance planning, life insurance law, fundamentals of estate planning, planning for business owners, income taxation, group benefits, planning for retirement needs, and investments. Each course has a final proctored exam and once issued, the individual is required to submit 30 hours of continuing education every two years.

Accredited Investment Fiduciary® (AIF®): The Accredited Investment Fiduciary® program is offered through the Center for Fiduciary Studies. Advisors who have earned this designation are able to immediately show that they are interested in and working towards the best interests of their clients. As a prerequisite for the course the advisor must meet a point-based threshold based on a combination of education, relevant industry experience and/or professional development. In order to obtain this designation an advisor must complete a web-based program or Capstone program and an exam. In order to maintain this professional designation an advisor must complete 6 hours of continuing education over a 12-month cycle.

The Certificate in Blockchain and Digital Assets (CBDA®) course is the only certificate program designed for financial professionals. Graduates of the program gain the essential knowledge and understanding of blockchain and digital assets and are able to provide investors the advice they need about this new and transformational asset class, including the fundamentals of blockchain technology, Bitcoin, Ethereum, Central Bank Digital Currencies, Decentralized Finance (DeFi), Non-Fungible Tokens, Web3, the Metaverse – with select courses on crypto regulation, taxation, and compliance.

Certified Exit Planning Advisor, (CEPA®): The CEPA designation is awarded by the Exit Planning Institute. The candidate must complete a five-day MBA style program that concludes with a proctored exam. Candidates must also meet all the following requirements:

- Five years of full-time or equivalent experience working directly with business owners as a financial advisor, attorney, CPA, business broker, investment banker, commercial lender, estate planner, insurance professional, business consultant or in a related capacity
- Undergraduate degree from a qualifying institution; if no qualifying degree candidate must submit additional professional work experience (two years of relevant professional experience may be substituted for each year of required undergraduate studies)

Continuing Education: To retain the CEPA designation the designee must obtain 40 hours of Continuing Education (“CE”) every three years and remain in good standing with Exit Planning Institute.

Item 3: Disciplinary Information

No management person at Freedom Financial Partners, LLC 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

John S. Schwalbach is the Co-President of FFP Insurance LLC, a licensed insurance agency, where commission-based insurance products are offered. Additionally, he is an insurance agent operating through FFP Insurance, for which he will receive separate and customary compensation. While John S. Schwalbach endeavors at all times to put the interest of our clients first as part of our firm's fiduciary duty, you should be aware that the receipt of additional compensation itself creates a conflict of interest and may affect their judgment when making recommendations. This activity accounts for approximately 5 hours a month.

Additionally, John S. Schwalbach is a Trustee for a family trust. He spends about 1 hour a month on this endeavor, occasionally during trade hours.

Item 5: Additional Compensation

John S. Schwalbach does not receive any economic benefit from any person, company, or organization, in exchange for providing clients advisory services through Freedom Financial.

Item 6: Supervision

Jon Holmgren, Chief Compliance Officer of Freedom Financial, is responsible for supervision. He may be contacted at the phone number on this brochure supplement.