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BEDELFINANCIAL

March 31, 2023

This brochure provides information about the qualifications and business practices of Bedel Financial Consulting, Inc. If you have any questions about the contents of this brochure, please contact us at 317-843-1358 or www.bedelfinancial.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 Bedel Financial Consulting, Inc., CRD 105653, also is available on the SEC's website at www.adviserinfo.sec.gov.

Bedel Financial Consulting, Inc. is a registered investment adviser. Registration of an investment adviser does not imply any level of skill or training.

Item 2: Summary of Material Changes

This section of the Brochure will address only those “material changes” that have been incorporated since our last delivery or posting of this document on the SEC’s public disclosure website (IAPD) www.adviserinfo.sec.gov.

There have been material changes since the March 9, 2022 annual filing on the IARD system.

All items: Throughout the document the word “may” has been removed from the document and replaced with “can”, “might”, “will” or “could”.

Item 11: This section was updated to include how to request a copy of the Code of Ethics and describes the conflict mitigations the firm has in place to ensure employee trading does not disadvantage clients.

Item 15: Rewrote the third party money movement and the fee deduction sections to clarify we rely on the February 21, 2017, the SEC issued a no-action letter (“Letter”) with respect to Rule 206(4)-2 (“Custody Rule”) under the Investment Advisers Act of 1940 (“Advisers Act”) and described what we do to comply with the requirements for fee deduction.

Item 17: This section was updated to state it is the client’s responsibility to ensure proxies are delivered to them or a third party by the custodian to vote. It was also added that the Advisor does not take action with respect to any securities or other investments that become the subject of any legal proceedings, including bankruptcies.

Currently, a free copy of our Brochure can be requested by contacting Kevin Patton at 513-977-8305

We encourage the client to read this document in its entirety.

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Item 4: Advisory Business

Bedel Financial Consulting, Inc. (“Adviser”) originated in 1989 and was incorporated in 1993. The Adviser’s majority owner, Elaine Kops-Bedel has been active in the industry since 1979 and the minority owner, Evan Bedel, has been active in the industry since 2008. The Adviser is an independent, fee-only registered investment advisory firm providing customized portfolio management to private individuals, families, trusts, estates, charitable organizations, institutions and retirement plans. The Adviser also provides financial planning services to its clients. The Adviser is a fiduciary and is required to act in a client’s best interest at all times.

Managing Investment Advisory Accounts

This service includes recommendations for the purchase of securities for an investment account.

Financial Planning

This service provides the client with income tax planning, estate planning, retirement planning, insurance needs analysis, education funding and any other finance related areas of concern to the client, i.e. family business planning or charitable planning.

Types of Investments

Adviser typically provides investment advice on exchange listed securities, securities traded over-the-counter, foreign issuers, warrants, corporate debt securities, commercial paper, certificates of deposit, municipal securities, mutual fund shares, insurance products (including variable annuities and life insurance), ETFs (exchange-traded funds), United States government securities, securities option contracts, structured notes, and oil and gas interests. Adviser can also provide investment advice on tax credit partnerships (including low income housing and/or oil and gas), REITs (real estate investment trusts), CMOs (collateralized mortgage obligations), venture capital holdings, and hedge funds. This might not be an all-inclusive list.

Retirement Accounts

When we provide investment advice to you regarding your retirement plan account or individual retirement account, we are fiduciaries within the meaning of Title I of the Employee Retirement Income Security Act and/or the Internal Revenue Code, as applicable, which are laws governing retirement accounts. The way we make money creates some conflicts with your interests, so we operate under a fiduciary standard that requires us to act in your best interest and not put our interests ahead of yours.

Under the fiduciary standards’ provisions, we must:

- Meet a professional standard of care when making investment recommendations (give prudent advice);
- Never put our financial interests ahead of yours when making recommendations (give loyal advice);
- Avoid misleading statements about conflicts of interest, fees, and investments;
- Follow policies and procedures designed to ensure that we give advice that is in your best interest;

- Charge no more than is reasonable for our services; and
- Give you basic information about conflicts of interest

A recommendation to roll over your assets from a retirement account to an account to be managed by the Adviser creates a conflict of interest, as we will earn additional advisory fees as a result of the roll over. There is no obligation for you to roll over your retirement account to an account managed by the Adviser.

General Information

For all services offered by Adviser, the same or different services could be offered by other firms at the same, higher, or lower fees.

In addition, Adviser can recommend Separately Managed Accounts or 529 accounts (See Item 5, Fees and Compensation Page 5 for further details).

A limited power of attorney is provided by client to allow discretionary trading authority by Adviser (see Item 16, Investment Discretion, Page 11 for further details). In most cases, discretion will be utilized. As of December 31, 2022, we manage \$1,808,290,368 in client assets on a discretionary basis and \$1,065,723 in client assets on a non-discretionary basis for total assets under management of \$1,809,355,091. The Client will receive confirmations and statements showing all trading activity in the account(s).

Item 5: Fees and Compensation

Managing Investment Advisory Accounts

This service can be terminated upon written notice by either party. Fees charged are based on assets under management, paid quarterly in advance. Payment of fees can be paid directly by the client; or payment of fees can be deducted from the client's account(s). Fees are based on the market value of the portfolio on the last business day of the previous calendar quarter or in the case of new accounts, the inception value. Fees are pro-rated for partial periods. In the event of termination, BFC shall refund any fees for the remainder of the calendar quarter following the termination date. Upon termination of this Agreement, BFC shall immediately terminate any relationship between BFC and any custodians holding the Client's assets and, upon such termination, all obligations of BFC with respect to the Client will end. Upon termination of this Agreement, Client shall be free to choose to terminate or maintain any custodial relationships or to transfer assets from Client's account to newly established accounts.

The following fee table is a declining schedule, meaning our overall fee decreases as the amount of assets under management increases. For example: the blended annual rate for a portfolio valued at \$2,000,000 is 0.80%. The fee is typically taken from investment accounts on a quarterly basis. In this example, the quarterly fee would be 0.20%.

Market Value	Annual Fee	Quarterly Fee
Up to \$1,000,000	1.05%	0.2625%
Next \$2,000,000 (up to \$3,000,000)	0.55%	0.1375%
Next \$2,000,000 (up to \$5,000,000)	0.45%	0.1125%
Next \$5,000,000 (up to \$10,000,000)	0.35%	0.0875%
Over \$10,000,000	0.25%	0.0625%

In certain cases, there is a minimum annual fee of \$5,000 depending on the nature of services to be provided, types of investments, portfolio makeup and/or the complexity of the client's situation. This could be higher than 1.05% for client accounts under \$500,000. The Adviser reserves the discretion to waive or adjust fees/minimums as they deem appropriate. Refer to your Wealth Management Agreement for your specific fee schedule.

Financial Planning

Financial planning services are almost always part of the Adviser's Investment Account Management service. However, clients can engage the Adviser to construct a financial plan where such a plan represents a depth and breadth beyond normal financial planning services. Such fee is negotiable and will be assessed as a fixed fee. The fee is a one-time project fee that typically ranges between \$1,000 and \$2,500. The fee is negotiable at the Adviser's discretion. The fee is determined and agreed upon by the client prior to commencement of any work. The client can cancel this service at any time with a written notice, however, the client will remain obligated to pay the full financial planning fee, or an agreed upon portion of the fee, which will be found in the client agreement/engagement letter. Ongoing planning services (including plan updates, new analyses, and/or projections) can be provided and charged via an annual retainer fee, billed quarterly.

General Fees and Compensation Information

For all services offered by Adviser, the same or different services could be offered by other firms at the same, higher, or lower fees.

In addition, Adviser could recommend Separately Managed Accounts or 529 accounts. In these cases, Adviser will charge a management fee for any of these types of assets under our management. The third-party managers of these accounts will also charge a fee. Accordingly, the client should review both the fees charged by the third-party managers and the fees charged by Adviser to fully understand the total amount of fees to be paid by the client and to thereby evaluate the advisory services being provided.

If Adviser is trading over-the-counter securities (OTC) on the client's behalf, it is possible that a transaction will incur additional fees.

Clients can incur custodian fees, brokerage, and other transaction costs (see Brokerage Practices, Page 9). Advice offered could involve investments in mutual funds. All fees paid for asset management services are separate and distinct from the fees and expenses charged by mutual funds (described in each mutual fund's prospectus) to their shareholders. Clients

whose assets are invested in the shares of mutual funds pay with a direct management fee to the investment adviser and an indirect management fee through the mutual fund. Clients have the option to purchase investment products that the Adviser recommends through other custodians or agents that are not affiliated with the Adviser. Adviser reserves the discretion to waive or adjust fees as appropriate for particular client situations.

Item 6: Performance Based Fees & Side-By-Side Management

The Adviser does not charge Performance-Based fees so there is no side-by-side-management of accounts.

Item 7: Types of Clients

The Adviser is an independent, fee-only registered investment advisory firm providing customized portfolio management to private individuals, families, trusts, estates, charitable organizations, and institutions. Adviser also provides financial planning services to its clients. Any account minimums are discussed in Item 5, Fees and Compensation.

Item 8: Methods of Analysis, Investment Strategies, and Risk of Loss

Adviser typically uses fundamental, technical and quantitative analysis to assist with investment decisions. The main sources are financial publications, research material prepared by investment management firms, CFA publications, Federal Reserve sources, third party due diligence platforms (i.e. Morningstar and Thompson/Reuters), corporate rating services, company press releases, and annual reports, prospectuses, and SEC filings. The investment strategies used to implement advice include long and short-term purchases, short-term trading, short sales, margin transactions, structured notes, and option writing, including covered options, uncovered options or spreading strategies.

Adviser's method of analysis relies on the assumption that the companies whose securities we purchase and sell, the rating agencies that review these securities, and other publicly-available sources of information about these securities, are providing accurate and unbiased data. While the Adviser is alert to indications that data could be incorrect, there is always a risk that our analysis could be compromised by inaccurate or misleading information.

Adviser primarily recommends the use of mutual funds in client's account(s). When analyzing mutual funds, we look at the experience and track record of the manager of the mutual fund in an attempt to determine if that manager has demonstrated an ability to invest over a period of time and in different economic conditions. Adviser also reviews the underlying assets in a mutual fund in an attempt to determine if there is significant overlap in the underlying investments held in other funds in the client's portfolio. Adviser also continually monitors the funds in an attempt to determine if they are continuing to follow their stated investment strategy.

A risk of mutual fund analysis, as in all securities investments, is that past performance does not guarantee future results. A manager who has been successful might not be able to replicate that success in the future. In addition, we do not control the underlying investments in a fund; managers of different funds held by the client could purchase the same security, increasing the risk to the client if that security were to fall in value. There is also a risk that a fund manager could deviate from the stated investment mandate or strategy of the fund,

which could make the fund less suitable for the client's portfolio.

In certain situations, the Adviser could recommend investments in selected private placements or hedge funds. These types of investments present unique risks due to the use of leverage and potential lack of liquidity. In addition, such recommendations are limited only to those clients that are termed as "Accredited Investors" as defined in Rule 205-3 of the Investment Advisers Act of 1940. These types of investments also have varied and unique fee structures of their own.

Adviser does not represent, warranty, or imply that the services or methods of analysis employed by the Adviser can or will predict future results, successfully identify market tops or bottoms, or insulate clients from losses due to market corrections or declines. Investing in securities involves a risk of loss that clients should be prepared to bear.

Item 9: Disciplinary Information

There are no legal or disciplinary events that are related to the Adviser's business or the integrity of Adviser's management.

Item 10: Other Financial Industry Activities and Affiliations

Other Financial Industry Activities

Investment advice is only a part of the overall financial planning services provided. Other financial planning services include: income tax planning, estate planning, budgeting and cash flow projections, insurance needs analysis, retirement planning, college funding, charitable planning as well as other areas involving a client's finances.

Other Affiliations

Since November 2019, Elaine Kops-Bedel, is serving as Secretary and CEO of the Indiana Destination Development Corporation (IDDC) and is not involved in the day-to-day management of Bedel Financial Consulting, Inc. The focus of the IDDC is to develop marketing strategies for Indiana that will elevate economic development, attract new talent to the workforce, and enhance the state's profile as a destination for visitors.

No Adviser employee has a pending application to register as a registered representative, an associated person of a futures commission merchant, a commodity pool operator, or a commodity trading adviser. The Adviser does not have a pending application to register as a broker-dealer, a futures commission merchant, a commodity pool operator, or a commodity trading adviser.

Item 11: Code of Ethics, Participation or Interest in Client Transactions and Personal Trading

Code of Ethics

Adviser's Code of Ethics discusses the importance of maintaining a high ethical standard while placing client interest first. As mentioned in the Code of Ethics of the CFA Institute and the CFP Board of Standards, we agree that we have a responsibility to maintain this standard in dealing with clients, prospects, employees, employers, peers and the public.

Our Firm and persons associated with us are allowed to invest for their own accounts, or to have a financial investment in the same securities or other investments that we recommend or acquire for the client's account, and could engage in transactions that are the same as or different than transactions recommended to or made for the client's account. This creates a conflict of interest. We recognize the fiduciary responsibility to act in the client's best interest and have established policies to mitigate conflicts of interest.

We have developed and implemented a Code of Ethics that sets forth standards of conduct expected of our advisory personnel to mitigate this conflict of interest. The Code of Ethics addresses, among other things, personal trading, gifts, and the prohibition against the use of inside information.

The Code of Ethics is designed to protect our clients to detect and deter misconduct, educate personnel regarding the Firm's expectations and laws governing their conduct, remind personnel that they are in a position of trust and must act with complete propriety at all times, protect the reputation of Bedel, safeguard against the violation of the securities laws, and establish procedures for personnel to follow so that we can determine whether their personnel are complying with the Firm's ethical principles.

We have established the following restrictions in order to ensure our Firm's fiduciary responsibilities:

- A director, officer, or employee of Bedel shall not buy or sell any securities for their personal portfolio(s) where their decision is substantially derived, in whole or in part, by reason of his or her employment unless the information is also available to the investing public on reasonable inquiry. No supervised employee of Bedel shall prefer his or her own interest to that of the advisory client. Trades for supervised employees are traded alongside client accounts
- We emphasize the unrestricted right of the client to decline implementation of any advice rendered, except in situations where we are granted discretionary authority of the client's account
- We require that all supervised employees must act in accordance with all applicable Federal and State regulations governing registered investment advisory practices
- Any supervised employee not in observance of the above could be subject to termination

The client can request a complete copy of our Code by contacting Kevin Patton at 513-977-8305.

Item 12: Brokerage Practices

There is limited trading authority to the Adviser over the client's account(s). Adviser can determine the type of securities to be bought or sold as well as the amount. The client signs a limited power of attorney to allow such trading by the Adviser (see Item 16, Investment Discretion, Page 11).

Generally, it is the Adviser's preference to utilize the services of Schwab Discount Brokerage, Fidelity Investments Institutional Brokerage, or other Adviser approved brokers (or custodians). No brokerage commissions from any broker are received by Adviser or its associated persons. Transaction fees are kept by each broker. A client directed broker or the

Adviser selected broker could have higher or lower transactions fees than other available brokers. Therefore, best execution for transactions might not be achieved; however, the Adviser annually reviews the broker service based on various factors. Schwab provides the Adviser with access to its institutional trading and custody services, which are typically not available to Schwab retail investors. The services are made available at no charge, as long as a total of at least \$10 million of our clients' assets are maintained in accounts at Schwab Institutional. Client accounts maintained in Schwab custody generally are not charged separately for custody, as Schwab is compensated by account holders through commissions or other transaction-related fees for securities trades that are executed through Schwab. The Adviser is not affiliated with Schwab. Employees of our firm are not Registered Representatives of Schwab and do not receive any commissions or fees from recommending the services. Schwab makes available software and technology to facilitate trade execution and access to client account data. Adviser receives certain benefits, including, but not limited to; certain practice management software and resources, ability to deduct fees directly from client accounts, marketing support, educational events, receipt of compliance publications, trade desk availability, and access to mutual funds which generally require significantly higher minimum initial investments or are generally available only to institutional investors.

The benefits received through participation in any custodian program could depend upon the amount of transactions directed to, or amount of assets custodied by the custodian. Participation in custodian programs results in a potential conflict of interest for our firm, as the receipt of the above benefits can create an incentive for us to recommend the custodian to clients.

At times, Adviser could receive compensation from a custodian, or any other third party, to assist with client seminars or presentations. The compensation received from a custodian, or any other third party, typically is a nominal amount. However, this nominal compensation causes a conflict of interest which Adviser considers when performing its annual due diligence review. When recommending custodians, Adviser considers commissions charged by custodians, ability to buy and sell the securities Adviser recommends, and the custodian's ability to provide all appropriate confirmations and statements in a timely basis. Other factors could be considered and could affect Adviser's recommendation, such as quality of customer service.

Since each account is managed individually, it is possible that similar trades submitted for different clients at different times can be processed differently. As a result, clients could receive different pricing for similar trades. We do not feel this adversely affects our client accounts. All mutual fund trades, no matter what time they are placed, receive the same end of day pricing.

Occasionally, the Adviser could make an error in submitting a trade order on your behalf. When this occurs, we can place a correcting trade with the broker-dealer which has custody of your account. If an investment gain results from the correcting trade, the gain will remain in your account unless the same error involved other client account(s) that should have received the gain, it is not permissible for you to retain the gain, or we confer with you and you decide to forego the gain (e.g., for tax reasons). If the gain does not remain in your account and Schwab is the custodian, Schwab will donate the amount of any gain \$100 and over to charity. If a loss occurs greater than \$100, the Adviser will pay for the loss. Schwab

will retain the loss or gain (if such gain is not retained in your account) if it is under \$100 to minimize and offset its administrative time and expense. If related trade errors result in both gains and losses in your account, they will be netted.

Aggregate Trading

In order to seek best execution for clients, the Adviser can aggregate contemporaneous buy and sell orders for the accounts over which it has discretionary authority. This practice of bunching trades can enable the Adviser to obtain more favorable execution, including better pricing and enhanced investment opportunities, than would otherwise be available if orders were not aggregated. Bunching transactions can also assist the Adviser in potentially avoiding an adverse effect on the price of a security that could result from simultaneously placing a number of separate, successive or competing client orders.

It is within the Adviser's sole discretion to bunch transactions and its decision is subject to its duty to seek best execution. The Adviser will aggregate a client's trade orders only when the Adviser deems it to be appropriate and in the best interests of the client and permitted by regulatory requirements.

All advisory clients participating in a bunched transaction will receive the same execution price for the security bought or sold. Average prices could be used when allocating purchases and sales to a client's accounts because such securities could be purchased and sold at different prices in a series of bunched transactions. As a result, the average price received by a client could be higher or lower than the price the client could have received had the transaction been effected for the client independently from the bunched transaction. In addition, a client's transaction costs can vary depending upon, among other things, the type of security bought or sold, and the commission or markup or markdown charged by the executing broker-dealer.

The amount of securities available in the marketplace, at a particular price at a particular time, might not satisfy the needs of all clients participating in a bunched transaction and could be insufficient to provide full allocation across all client accounts. To address this possibility, the Adviser has adopted trade allocation policies and procedures that are designed to make securities allocations to discretionary client accounts in a manner such that all such clients receive fair and equitable treatment. If a bunched transaction cannot be executed in full at the same price or time, the securities actually purchased or sold by the close of each business day will generally be allocated pro rata among the clients participating in the bunched transaction. Adjustments to this pro rata allocation can be made, at the discretion of the Adviser, to take into consideration account specific investment restrictions, undesirable position size, account portfolio weightings, client tax status, client cash positions and client preferences. Adjustments can also be made to avoid a nominal allocation to client accounts.

Aggregated orders can include proprietary or related accounts. Such accounts are treated as client accounts and are neither given preferential nor inferior treatment versus other client accounts.

Item 13: Review of Accounts

An investment account is established with a custodian who provides accounting for all transactions. An Adviser reviews these transactions each month or as reports are received, and provides analysis on a quarterly or more frequent basis.

The accounts will be reviewed by William Wendling, advisor, Ryan Collier, advisor, David Crossman, advisor, Jonathan Koop, advisor, Anthony Harcourt, advisor, Austin Stagman, advisor and Evan Bedel, advisor. Accounts are reviewed quarterly or more frequently as to appropriateness of investment vehicles given their performance and the ongoing and changing needs of the client. There is no limit to the number of accounts that can be assigned to an advisor.

The clients receive a written regular report concerning their investment account from Adviser on a quarterly basis or as mutually determined by the client and Adviser. This report is in addition to the reports received by clients directly from the custodian.

Item 14: Client Referrals and Other Compensation

Please see Item 12 for Other Compensation and we do not compensate for client referrals.

Item 15: Custody

Deduction of Advisory Fees:

While our firm does not maintain physical custody of client assets (which are maintained by a qualified custodian), we are deemed to have custody of certain client assets if given the authority to withdraw assets from client accounts, as further described below under “Third Party Money Movement.” All of our clients receive account statements directly from their qualified custodian(s) at least quarterly upon opening of an account. We urge our clients to carefully review these statements. Additionally, if our firm decides to send its own account statements to clients, such statements will include a legend that recommends the client compare the account statements received from the qualified custodian with those received from our firm. Clients are encouraged to raise any questions with us about the custody, safety or security of their assets and our custodial recommendations.

Third Party Money Movement:

On February 21, 2017, the SEC issued a no-action letter (“Letter”) with respect to Rule 206(4)-2 (“Custody Rule”) under the Investment Advisers Act of 1940 (“Advisers Act”). The letter provided guidance on the Custody Rule as well as clarified that an adviser who has the power to disburse client funds to a third party under a standing letter of authorization (“SLOA”) is deemed to have custody. As such, our firm has adopted the following safeguards in conjunction with our custodian:

- The client provides an instruction to the qualified custodian, in writing, that includes the client’s signature, the third party’s name, and either the third party’s address or the third party’s account number at a custodian to which the transfer should be directed.

- The client authorizes the investment adviser, in writing, either on the qualified custodian's form or separately, to direct transfers to the third party either on a specified schedule or from time to time.
- The client's qualified custodian performs appropriate verification of the instruction, such as a signature review or other method to verify the client's authorization, and provides a transfer of funds notice to the client promptly after each transfer.
- The client has the ability to terminate or change the instruction to the client's qualified custodian.
- The investment adviser has no authority or ability to designate or change the identity of the third party, the address, or any other information about the third party contained in the client's instruction.
- The investment adviser maintains records showing that the third party is not a related party of the investment adviser or located at the same address as the investment adviser.
- The client's qualified custodian sends the client, in writing, an initial notice confirming the instruction and an annual notice reconfirming the instruction.

While Adviser does not have physical custody of client funds or securities, in some cases, Adviser can have possession of the login credentials to client pension fund accounts for purposes of rebalancing and adjusting the investments in the account. Adviser fees are not directly deducted from these pension fund accounts and the Adviser has no ability to transfer client funds in the pension fund accounts. Adviser secures all client login credentials and access is restricted to certain Adviser employees. Adviser sends account statements to these clients and urges them to compare the account statements they receive from the pension plan custodian with those that they receive from the Adviser. Adviser could also at times have access to a client's bill pay features. Clients can have standing letters of authorization on their accounts. The Adviser has reviewed those relationships and determined that they either meet the IAA no action letter seven conditions and do not trigger the surprise custody audit or will be included in our annual surprise audit.

Item 16: Investment Discretion

The Adviser has investment discretion over all client accounts except for 401(k) plan clients who direct the Advisor how to invest through investment election form, which is completed by the client. The Advisor has trading discretion over these accounts but not investment discretion.

There Adviser has limited trading authority over the client's account(s). Discretionary trading means the Adviser has the power to make trading decisions in the client's account without receiving prior permission. This discretion is authorized by the Client in writing (upon signing the Wealth Management Agreement) and can be revoked at any time by the client. No monies can be withdrawn by the Adviser from the account except for the payment of fees if authorized in writing by the client. This authorization can also be revoked at any time by the client.

Item 17: Voting Client Securities

Adviser has adopted the following policies and procedures regarding proxy voting for its

clients' accounts. At all times, Adviser has a "duty of care" to its clients, and Adviser recognizes and accepts this responsibility. Should the Adviser exercise voting authority over its clients' proxies, it must ensure that all proxies are handled in the best interests of its clients.

Currently, Adviser has chosen not to retain voting authority over its clients' proxy voting and has left the voting authority to the clients. The client is welcome to vote proxies or designate an independent third-party at the client's own discretion. The client designates proxy voting authority in the custodial account documents. The client must ensure that proxy materials are sent directly to the client or the client's assigned third party. Should the client have any questions on how to vote their proxies, they can contact their Adviser at (317) 843-1358.

We do not take action with respect to any securities or other investments that become the subject of any legal proceedings, including bankruptcies.

Direct any questions on these policies and procedures to Mr. Patton who is responsible for updating, maintaining or changing these procedures.

Item 18: Financial Information

Adviser does not require or solicit prepayment from a client of more than \$1,200 in fees more than six months in advance.

Valuation Procedures

Adviser uses the pricing provided by the custodian of their clients' accounts and does no valuation of its own. Should the client have questions regarding valuation, they can contact the Adviser at (317) 843-1358.

Privacy Policy

Adviser makes every effort to maintain complete confidentiality of all client matters and prospective client matters. All personal and financial information received from the client for the purpose of providing financial planning or investment management is held in strict confidence. Adviser will not provide any client information to a third party unless given permission by the client, or as required by law.



BEDEL FINANCIAL CONSULTING, INC.

FORM ADV PART 2B

Brochure Supplement
Professional Backgrounds of Advisory Personnel

Item 1 – Cover Page

March 2023

8940 River Crossing Blvd., Suite 120
Indianapolis, IN 46240
317-843-1358

This brochure supplement provides information about Bedel's investment advisory personnel. This is a supplement to Bedel's Form ADV Part 2A brochure. You should have received a copy of that brochure. Please contact the Firm's Chief Compliance Officer, Kevin Patton at (513) 977-8305, if you have not received the brochure or if you have any questions about the contents of this supplement.

Additional information about Bedel Financial Consulting, Inc is available on the SEC's website at www.adviserinfo.sec.gov

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Each member of Bedel’s professional staff is evaluated on the basis of his or her education and work experience. Prior related business experience, a specialized business or technical skill or applicable undergraduate/post-graduate work are required. In addition, any associated persons involved in determining investment strategy or giving investment advice to clients must meet the examination and licensing requirements of the states in which they provide investment advisory services.

All Firm personnel are supervised by the Firm’s Chief Compliance Officer. Supervision is ongoing and includes, account reviews, trade supervision, annual compliance reviews including the testing of Firm systems, staff meetings and employee reviews.

Anthony S. Harcourt

Financial Advisor

Item 1 – Cover Page

This brochure supplement provides information about Anthony S. Harcourt and should be included with Bedel's main brochure. Please contact Kevin Patton if you did not receive a copy of Bedel's brochure or if you have questions about the contents. Additional information about Anthony is available at the SEC's website at www.adviserinfo.sec.gov by searching CRD# 6215637.

Item 2 – Education Background and Business Experience

Born 1990

Education

High School Graduate: Yes

Level of Post-Secondary Education: Bachelors

Business Background

02/2014 – Present Portfolio Manager, Bedel Financial Consulting Inc., Indianapolis, IN

06/2013-02/2014 Full-time Student, Hanover College, Hanover, IN

Exams, Licenses & Other Professional Designations

2014 – Series 65 Exam

2013 – Series 7 Exam, Series 63 Exam

-CIMA® - Certified Investment Management Analyst®

Item 3 – Disciplinary Information

Mr. Harcourt has no information applicable to this item to disclose.

Item 4 – Other Business Activities

Mr. Harcourt has no information applicable to this item to disclose.

Item 5 – Additional Compensation

Bedel is required to disclose information regarding any arrangement under which Mr. Harcourt has an economic benefit from someone other than a client for providing investment advisory services. Bedel has no information to disclose in relation to this Item.

Item 6 – Supervision

Mr. Harcourt is supervised by Kevin Patton, Bedel's Chief Compliance Officer. His contact information can be found on the cover page of this brochure. Mr. Patton, and other individuals he may designate from time to time, regularly review the firm's advisory services and offerings to monitor suitability of recommendations and compliance with regulatory requirements and firm procedures.

Abigayle VanDerHeyden

Financial Advisor

Item 1 – Cover Page

This brochure supplement provides information about Abigayle VanDerHeyden and should be included with Bedel's main brochure. Please contact Kevin Patton if you did not receive a copy of Bedel's brochure or if you have questions about the contents. Additional information about Abigayle is available at the SEC's website at www.adviserinfo.sec.gov by searching CRD# 6138345.

Item 2 – Education Background and Business Experience

Born 1992

Education

High School Graduate: Yes

Level of Post-Secondary Education: Bachelors

Business Background

06/2014-Present Financial Planner, Bedel Financial Consulting Inc., Indianapolis, IN

12/2012-05/2014 Intern, Franklin Wealth Advisors, Urbana, IL

Exams, Licenses & Other Professional Designations

-Certified Financial Planner, CFP®

Item 3 – Disciplinary Information

Ms. VanDerHeyden has no information applicable to this item to disclose.

Item 4 – Other Business Activities

Ms. VanDerHeyden has no information applicable to this item to disclose.

Item 5 – Additional Compensation

Bedel is required to disclose information regarding any arrangement under which Ms. VanDerHeyden has an economic benefit from someone other than a client for providing investment advisory services. Bedel has no information to disclose in relation to this Item.

Item 6 – Supervision

Ms. VanDerHeyden is supervised by Kevin Patton, Bedel's Chief Compliance Officer. His contact information can be found on the cover page of this brochure. Mr. Patton, and other individuals he may designate from time to time, regularly review the firm's advisory services and offerings to monitor suitability of recommendations and compliance with regulatory requirements and firm procedures.

Austin Berkeley Stagman

Financial Advisor

Item 1 – Cover Page

This brochure supplement provides information about Austin Berkeley Stagman and should be included with Bedel's main brochure. Please contact Kevin Patton if you did not receive a copy of Bedel's brochure or if you have questions about the contents. Additional information about Austin is available at the SEC's website at www.adviserinfo.sec.gov by searching CRD# 6386884.

Item 2 – Education Background and Business Experience

Born 1991

Education

High School Graduate: Yes

Level of Post-Secondary Education: Bachelors

Business Background

02/2016-Present	Portfolio Manager, Bedel Financial Consulting Inc., Indianapolis, IN
08/2014-02/2016	Specialist-High Net Worth Rep, Charles Schwab, Indianapolis, IN
07/2013-08/2014	Transportation Sales Rep, C.H. Robinson, Indianapolis, IN

Exams, Licenses & Other Professional Designations

2017 – Series 65 Exam

2015 – Series 63 Exam, Series 7 Exam

-CIMA® - Certified Investment Management Analyst®

Item 3 – Disciplinary Information

Mr. Stagman has no information applicable to this item to disclose.

Item 4 – Other Business Activities

Mr. Stagman has no information applicable to this item to disclose.

Item 5 – Additional Compensation

Bedel is required to disclose information regarding any arrangement under which Mr. Stagman has an economic benefit from someone other than a client for providing investment advisory services. Bedel has no information to disclose in relation to this Item.

Item 6 – Supervision

Mr. Stagman is supervised by Kevin Patton, Bedel's Chief Compliance Officer. His contact information can be found on the cover page of this brochure. Mr. Patton, and other individuals he may designate from time to time, regularly review the firm's advisory services and offerings to monitor suitability of recommendations and compliance with regulatory requirements and firm procedures.

Catherine Ryan Arndt

Financial Advisor

Item 1 – Cover Page

This brochure supplement provides information about Catherine Ryan Arndt and should be included with Bedel's main brochure. Please contact Kevin Patton if you did not receive a copy of Bedel's brochure or if you have questions about the contents. Additional information about Catherine is available at the SEC's website at www.adviserinfo.sec.gov by searching CRD# 7075704.

Item 2 – Education Background and Business Experience

Born 1994

Education

High School Graduate: Yes

Level of Post-Secondary Education: Bachelors

Business Background

06/2016 – Present Financial Planner, Bedel Financial Consulting Inc., Indianapolis, IN

08/2012 – 05/2016 Full-time Student, Indiana State University, Terra Haute, IN

Exams, Licenses & Other Professional Designations

-Certified Financial Planner, CFP®

Item 3 – Disciplinary Information

Ms. Arndt has no information applicable to this item to disclose.

Item 4 – Other Business Activities

Ms. Arndt has no information applicable to this item to disclose.

Item 5 – Additional Compensation

Bedel is required to disclose information regarding any arrangement under which Ms. Arndt has an economic benefit from someone other than a client for providing investment advisory services. Bedel has no information to disclose in relation to this Item.

Item 6 – Supervision

Ms. Arndt is supervised by Kevin Patton, Bedel's Chief Compliance Officer. His contact information can be found on the cover page of this brochure. Mr. Patton, and other individuals he may designate from time to time, regularly review the firm's advisory services and offerings to monitor suitability of recommendations and compliance with regulatory requirements and firm procedures.

David N. Crossman

Financial Advisor

Item 1 – Cover Page

This brochure supplement provides information about David N. Crossman and should be included with Bedel's main brochure. Please contact Kevin Patton if you did not receive a copy of Bedel's brochure or if you have questions about the contents. Additional information about David is available at the SEC's website at www.adviserinfo.sec.gov by searching CRD# 2221212.

Item 2 – Education Background and Business Experience

Born 1967

Education

High School Graduate: Yes

Level of Post-Secondary Education: Masters

Business Background

06/2012 – Present Senior Portfolio Manager, Bedel Financial Consulting Inc., Indianapolis, IN

Exams, Licenses & Other Professional Designations

-Chartered Financial Analyst (CFA®)

Item 3 – Disciplinary Information

Mr. Crossman has no information applicable to this item to disclose.

Item 4 – Other Business Activities

Mr. Crossman has no information applicable to this item to disclose.

Item 5 – Additional Compensation

Bedel is required to disclose information regarding any arrangement under which Mr. Crossman has an economic benefit from someone other than a client for providing investment advisory services. Bedel has no information to disclose in relation to this Item.

Item 6 – Supervision

Mr. Crossman is supervised by Kevin Patton, Bedel's Chief Compliance Officer. His contact information can be found on the cover page of this brochure. Mr. Patton, and other individuals he may designate from time to time, regularly review the firm's advisory services and offerings to monitor suitability of recommendations and compliance with regulatory requirements and firm procedures.

Elaine E. Kops-Bedel

Financial Advisor

Item 1 – Cover Page

This brochure supplement provides information about Elaine E. Kops-Bedel and should be included with Bedel's main brochure. Please contact Kevin Patton if you did not receive a copy of Bedel's brochure or if you have questions about the contents. Additional information about Elaine is available at the SEC's website at www.adviserinfo.sec.gov by searching CRD# 4357703.

Item 2 – Education Background and Business Experience

Born 1952

Education

High School Graduate: Yes

Level of Post-Secondary Education: Masters

Business Background

01/1989 – Present President, Bedel Financial Consulting, Inc., Indianapolis, IN

Exams, Licenses & Other Professional Designations

-Certified Financial Planner, CFP®

Item 3 – Disciplinary Information

Ms. Bedel has no information applicable to this item to disclose.

Item 4 – Other Business Activities

Ms. Bedel has no information applicable to this item to disclose.

Item 5 – Additional Compensation

Bedel is required to disclose information regarding any arrangement under which Ms. Bedel has an economic benefit from someone other than a client for providing investment advisory services. Bedel has no information to disclose in relation to this Item.

Item 6 – Supervision

Ms. Bedel is supervised by Kevin Patton, Bedel's Chief Compliance Officer. His contact information can be found on the cover page of this brochure. Mr. Patton, and other individuals he may designate from time to time, regularly review the firm's advisory services and offerings to monitor suitability of recommendations and compliance with regulatory requirements and firm procedures.

Evan D. Bedel

Financial Advisor

Item 1 – Cover Page

This brochure supplement provides information about Evan D. Bedel and should be included with Bedel's main brochure. Please contact Kevin Patton if you did not receive a copy of Bedel's brochure or if you have questions about the contents. Additional information about Evan is available at the SEC's website at www.adviserinfo.sec.gov by searching CRD# 5004530.

Item 2 – Education Background and Business Experience

Born 1983

Education

High School Graduate: Yes

Level of Post-Secondary Education: Masters

Business Background

07/2009 – Present Financial Planner, Bedel Financial Consulting Inc., Indianapolis, IN

Exams, Licenses & Other Professional Designations

-Certified Financial Planner, CFP®

Item 3 – Disciplinary Information

Mr. Bedel has no information applicable to this item to disclose.

Item 4 – Other Business Activities

Mr. Bedel has no information applicable to this item to disclose.

Item 5 – Additional Compensation

Bedel is required to disclose information regarding any arrangement under which Mr. Bedel has an economic benefit from someone other than a client for providing investment advisory services. Bedel has no information to disclose in relation to this Item.

Item 6 – Supervision

Mr. Bedel is supervised by Kevin Patton, Bedel's Chief Compliance Officer. His contact information can be found on the cover page of this brochure. Mr. Patton, and other individuals he may designate from time to time, regularly review the firm's advisory services and offerings to monitor suitability of recommendations and compliance with regulatory requirements and firm procedures.

Jonathan Michael Koop

Financial Advisor

Item 1 – Cover Page

This brochure supplement provides information about Jonathan Michael Koop and should be included with Bedel's main brochure. Please contact Kevin Patton if you did not receive a copy of Bedel's brochure or if you have questions about the contents. Additional information about Jonathan is available at the SEC's website at www.adviserinfo.sec.gov by searching CRD# 6101560.

Item 2 – Education Background and Business Experience

Born 1988

Education

High School Graduate: Yes

Level of Post-Secondary Education: Masters

Business Background

12/2017- Present	Portfolio Manager, Bedel Financial Consulting Inc., Indianapolis, IN
07/2015- 12/2017	Investment Associate, Cambridge Associates, Arlington, VA
08/2012 – 07/2015	Financial Advisor, Edward Jones, St. Louis, MO

Exams, Licenses & Other Professional Designations

2012 – Series 7 Exam, Series 66 Exam

-Chartered Financial Analyst (CFA®)

Item 3 – Disciplinary Information

Mr. Koop has no information applicable to this item to disclose.

Item 4 – Other Business Activities

Mr. Koop has no information applicable to this item to disclose.

Item 5 – Additional Compensation

Bedel is required to disclose information regarding any arrangement under which Mr. Koop has an economic benefit from someone other than a client for providing investment advisory services. Bedel has no information to disclose in relation to this Item.

Item 6 – Supervision

Mr. Koop is supervised by Kevin Patton, Bedel's Chief Compliance Officer. His contact information can be found on the cover page of this brochure. Mr. Patton, and other individuals he may designate from time to time, regularly review the firm's advisory services and offerings to monitor suitability of recommendations and compliance with regulatory requirements and firm procedures.

Kathryn J. Hower

Financial Advisor

Item 1 – Cover Page

This brochure supplement provides information about Kathryn J. Hower and should be included with Bedel's main brochure. Please contact Kevin Patton if you did not receive a copy of Bedel's brochure or if you have questions about the contents. Additional information about Kathryn is available at the SEC's website at www.adviserinfo.sec.gov by searching CRD# 4802547.

Item 2 – Education Background and Business Experience

Born 1967

Education

High School Graduate: Yes

Level of Post-Secondary Education: Bachelors

Business Background

01/2005 – Present Financial Planner, Bedel Financial Consulting Inc., Indianapolis, IN

Exams, Licenses & Other Professional Designations

-Certified Financial Planner, CFP®

Item 3 – Disciplinary Information

Ms. Hower has no information applicable to this item to disclose.

Item 4 – Other Business Activities

Ms. Hower has no information applicable to this item to disclose.

Item 5 – Additional Compensation

Bedel is required to disclose information regarding any arrangement under which Ms. Hower has an economic benefit from someone other than a client for providing investment advisory services. Bedel has no information to disclose in relation to this Item.

Item 6 – Supervision

Ms. Hower is supervised by Kevin Patton, Bedel's Chief Compliance Officer. His contact information can be found on the cover page of this brochure. Mr. Patton, and other individuals he may designate from time to time, regularly review the firm's advisory services and offerings to monitor suitability of recommendations and compliance with regulatory requirements and firm procedures.

Meredith Carbrey

Financial Advisor

Item 1 – Cover Page

This brochure supplement provides information about Meredith Carbrey and should be included with Bedel's main brochure. Please contact Kevin Patton if you did not receive a copy of Bedel's brochure or if you have questions about the contents. Additional information about Meredith is available at the SEC's website at www.adviserinfo.sec.gov by searching CRD# 5515511.

Item 2 – Education Background and Business Experience

Born 1970

Education

High School Graduate: Yes

Level of Post-Secondary Education: Masters

Business Background

05/2007 – Present Wealth Planning Specialist, Bedel Financial Consulting Inc., Indianapolis, IN

Exams, Licenses & Other Professional Designations

-Certified Financial Planner, CFP®

Item 3 – Disciplinary Information

Ms. Carbrey has no information applicable to this item to disclose.

Item 4 – Other Business Activities

Ms. Carbrey has no information applicable to this item to disclose.

Item 5 – Additional Compensation

Bedel is required to disclose information regarding any arrangement under which Ms. Carbrey has an economic benefit from someone other than a client for providing investment advisory services. Bedel has no information to disclose in relation to this Item.

Item 6 – Supervision

Ms. Carbrey is supervised by Kevin Patton, Bedel's Chief Compliance Officer. His contact information can be found on the cover page of this brochure. Mr. Patton, and other individuals he may designate from time to time, regularly review the firm's advisory services and offerings to monitor suitability of recommendations and compliance with regulatory requirements and firm procedures.

Ryan A. Collier

Financial Advisor

Item 1 – Cover Page

This brochure supplement provides information about Ryan A. Collier and should be included with Bedel's main brochure. Please contact Kevin Patton if you did not receive a copy of Bedel's brochure or if you have questions about the contents. Additional information about Ryan is available at the SEC's website at www.adviserinfo.sec.gov by searching CRD# 3273908.

Item 2 – Education Background and Business Experience

Born 1976

Education

High School Graduate: Yes

Level of Post-Secondary Education: Bachelors

Business Background

08/2006 – Present Portfolio Manager, Bedel Financial Consulting Inc., Indianapolis, IN

Exams, Licenses & Other Professional Designations

2009 – Series 65 Exam, Series 66 Exam

-CIMA® - Certified Investment Management Analyst®

Item 3 – Disciplinary Information

Mr. Collier has no information applicable to this item to disclose.

Item 4 – Other Business Activities

Mr. Collier has no information applicable to this item to disclose.

Item 5 – Additional Compensation

Bedel is required to disclose information regarding any arrangement under which Mr. Collier has an economic benefit from someone other than a client for providing investment advisory services. Bedel has no information to disclose in relation to this Item.

Item 6 – Supervision

Mr. Collier is supervised by Kevin Patton, Bedel's Chief Compliance Officer. His contact information can be found on the cover page of this brochure. Mr. Patton, and other individuals he may designate from time to time, regularly review the firm's advisory services and offerings to monitor suitability of recommendations and compliance with regulatory requirements and firm procedures.

Sarah Mahaffa

Financial Advisor

Item 1 – Cover Page

This brochure supplement provides information about Sarah Mahaffa and should be included with Bedel's main brochure. Please contact Kevin Patton if you did not receive a copy of Bedel's brochure or if you have questions about the contents. Additional information about Sarah is available at the SEC's website at www.adviserinfo.sec.gov by searching CRD# 5547676.

Item 2 – Education Background and Business Experience

Born 1985

Education

High School Graduate: Yes

Level of Post-Secondary Education: Bachelors

Business Background

10/2016 – Present Wealth Advisor, Bedel Financial Consulting Inc., Indianapolis, IN

06/2008- 10/2016 VP/Financial Consultant/Registered Rep, Charles Schwab, Indianapolis, IN

Exams, Licenses & Other Professional Designations

2010 – Series 66 Exam

2008 – Series 7 Exam, Series 63 Exam

-Certified Financial Planner, CFP®

Item 3 – Disciplinary Information

Ms. Mahaffa has no information applicable to this item to disclose.

Item 4 – Other Business Activities

Ms. Mahaffa has no information applicable to this item to disclose.

Item 5 – Additional Compensation

Bedel is required to disclose information regarding any arrangement under which Ms. Mahaffa has an economic benefit from someone other than a client for providing investment advisory services. Bedel has no information to disclose in relation to this Item.

Item 6 – Supervision

Ms. Mahaffa is supervised by Kevin Patton, Bedel's Chief Compliance Officer. His contact information can be found on the cover page of this brochure. Mr. Patton, and other individuals he may designate from time to time, regularly review the firm's advisory services and offerings to monitor suitability of recommendations and compliance with regulatory requirements and firm procedures.

William J. Wendling

Financial Advisor

Item 1 – Cover Page

This brochure supplement provides information about William J. Wendling and should be included with Bedel's main brochure. Please contact Kevin Patton if you did not receive a copy of Bedel's brochure or if you have questions about the contents. Additional information about William is available at the SEC's website at www.adviserinfo.sec.gov by searching CRD# 4583949.

Item 2 – Education Background and Business Experience

Born 1974

Education

High School Graduate: Yes

Level of Post-Secondary Education: Bachelors

Business Background

05/1996 - Present Financial Planner, Bedel Financial Consulting Inc., Indianapolis, IN

Exams, Licenses & Other Professional Designations

-Chartered Financial Analyst (CFA®)

Item 3 – Disciplinary Information

Mr. Wendling has no information applicable to this item to disclose.

Item 4 – Other Business Activities

Mr. Wendling has no information applicable to this item to disclose.

Item 5 – Additional Compensation

Bedel is required to disclose information regarding any arrangement under which Mr. Wendling has an economic benefit from someone other than a client for providing investment advisory services. Bedel has no information to disclose in relation to this Item.

Item 6 – Supervision

Mr. Wendling is supervised by Kevin Patton, Bedel's Chief Compliance Officer. His contact information can be found on the cover page of this brochure. Mr. Patton, and other individuals he may designate from time to time, regularly review the firm's advisory services and offerings to monitor suitability of recommendations and compliance with regulatory requirements and firm procedures.

PROFESSIONAL DESIGNATIONS

CERTIFIED FINANCIAL PLANNER™, CFP®

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:

- 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.

CIMA® - CERTIFIED INVESTMENT MANAGEMENT ANALYST

The CIMA certification signifies that an individual has met initial and on-going experience, ethical, education, and examination requirements for investment management consulting, including advanced investment management theory and application. Prerequisites for the CIMA certification are three years of relevant financial services experience and a clean regulatory record.

To obtain the CIMA certification, candidates must pass a stringent five-hour examination and complete executive education at a top 25 global business school CIMA designees are required to comply with the

Institute Code of Professional Responsibility or lose the certification.

CIMA designees must report 40 hours of continuing education credits, including two ethics hours, every two years to maintain the certification. The designation is administered through Investments & Wealth InstituteTM formerly Investment Management Consultants Association (IMCA).

CHARTERED FINANCIAL ANALYST (CFA®)

The Chartered Financial Analyst (CFA®) charter is a globally respected, graduate-level investment credential established in 1962 and awarded by the CFA institute. To earn the CFA charter, candidates must: 1) pass three sequential, six-hour examinations; 2) have at least four years of qualified professional investment experience; 3) join CFA Institute as members; and 4) commit to abide by, and annually reaffirm, their adherence to the CFA Institute Code of Ethics and Standards of Professional Conduct.