

**Brookes L. Welc, CFP®**

**Bright Financial Advisors, Inc.**

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Portage, MI 49024**

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**06/13/2014**

**FORM ADV PART 2B  
BROCHURE SUPPLEMENT**

This brochure supplement provides information about Brookes L. Welc that supplements the Bright Financial Advisors, Inc. brochure. You should have received a copy of that brochure. Please contact us at 269-373-2700 if you did not receive Bright Financial Advisors, Inc.'s brochure or if you have any questions about the contents of this supplement.

Additional information about Brookes L. Welc is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## Item 2 Educational Background and Business Experience

**Brookes L. Welc, CFP®**

Year of Birth: 1980

Formal Education:

- Western Michigan University, BBA, 2002

Business Background for the Previous Five Years:

- Bright Financial Advisors, Inc., Investment Adviser Representative, 06/2014 to Present
- PNC Financial Services Group, Branch Manager, 7/2007 to 5/2014

Certifications: **CFP®**

**The CERTIFIED FINANCIAL PLANNER, CFP®** and federally registered CFP (with flame design) marks (collectively, the "CFP® marks") are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. ("CFP Board").

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 63,000 individuals have obtained CFP® certification in the United States.

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, administered in 10 hours over a two-day period, 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.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

### **Item 3 Disciplinary Information**

Ms. Welc does not have, nor has she ever had, any disciplinary disclosure.

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

Ms. Welc does not receive any additional compensation for providing advisory services beyond the fee based compensation she receives through Bright Financial Advisors, Inc.

### **Item 5 Additional Compensation**

Ms. Welc does not receive any additional compensation for providing advisory services beyond that received as a result of her capacity as Investment Advisor Representative of Bright Financial Advisors, Inc.

Also, please refer to the *Fees and Compensation* section and the *Client Referrals and Other Compensation* section of Bright Financial Advisors, Inc.'s firm brochure for additional disclosures on this topic.

### **Item 6 Supervision**

Andrew M. Price is responsible for supervising the advisory activities of Brookes L. Welc. Mr Price can be reached at (269) 373-2700.

In the supervision of our associated persons, advice provided is limited based on the restrictions set by Bright Financial Advisors, Inc., and by internal decisions as to the types of investments that may be included in client portfolios. We conduct periodic reviews of client holdings and documented suitability information to provide reasonable assurance that the advice provided remains aligned with each client's stated investment objectives and with our internal guidelines.

### **Item 7 Requirements for State Registered Advisers**

Bright Financial Advisors, Inc. is SEC registered.