



Modern Wealth, LLC

3509 Reading Way Huntingdon Valley, Pennsylvania 19006

(215) 828-4970

Dated 12 June 2020

Form ADV Part 2B – Brochure Supplement

For Alan Rhode Individual CRD# 5637499

President, Founder, and Chief Compliance Officer

This brochure supplement provides information about Alan Rhode that supplements the Modern Wealth, LLC (“MW”) brochure. A copy of that brochure precedes this supplement. Please contact Alan Rhode if the MW brochure is not included with this supplement or if you have any questions about the contents of this supplement.

Additional information about Alan Rhode is available on the SEC’s website at www.adviserinfo.sec.gov which can be found using the identification number 5637499.

Item 2: Educational Background and Business Experience

Alan Rhode

Born: 1985

Educational Background

• 2009 – B.S., Penn State University **Business Experience**

- 01/2019 – Present, Modern Wealth, LLC, President, Founder, and CCO
- 11/2018 – 01/2019, Unemployed
- 02/2018 – 11/2018, United Capital Finance Advisers, Relationship Manager
- 10/2015 – 02/2018, HelpSquad, Managing Director
- 03/2014 – 08/2015, Ameriprise Financial Services, Financial Adviser
- 01/2014 – 3/2014, Unemployed

Professional Designations, Licensing & Exams

CFP (Certified Financial Planner)®: The CERTIFIED FINANCIAL PLANNERTM, 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 71,000 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 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

No management person at Modern Wealth, 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

Alan Rhode is not involved with outside business activities.

Item 5: Additional Compensation

Alan Rhode does not receive any economic benefit from any person, company, or organization, in exchange for providing clients advisory services through MW.

Item 6: Supervision

Alan Rhode, as CEO, Founder, and Chief Compliance Officer of MW, is responsible for supervision. He may be contacted at the phone number on this brochure supplement.

Item 7: Requirements for State Registered

Advisers

Alan Rhode has NOT been involved in an arbitration, civil proceeding, self-regulatory proceeding, administrative proceeding, or a bankruptcy petition.