

Item 1 Cover Page

A.

# FRANKLY FINANCES

## **Form ADV Part 2B Brochure Supplement February 20, 2024**

Contact: Frank Garcia  
Winter Park, FL 32792  
786-897-5035

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**This Brochure Supplement provides information about Frank Garcia that supplements the Frankly Finances Firm Brochure; you should have received a copy of that Brochure. Please contact Frank Garcia, Chief Compliance Officer, if you did *not* receive a copy or if you have any questions about the contents of this supplement.**

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



Frank M. Garcia, CFA<sup>®</sup>, CFP<sup>®</sup>, AIF<sup>®</sup>

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**Managing Member, Chief Compliance Officer**

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## **Item 2 – Educational Background and Business Experience**

**Year of Birth:** 1989

**Designations:**

- CFA<sup>®</sup> (Chartered Financial Analyst)
- CFP<sup>®</sup> (Certified Financial Planner)
- AIF<sup>®</sup> (Accredited Investment Fiduciary)

**Education:**

- BS Finance, University of Central Florida 2011

**Business Background:**

Frankly Finances	April 2022 - Present
Resource Consulting Group	March 2014 – March 2022
Scottrade Inc.	2012-2014

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## **Item 3 – Disciplinary Information**

Frank M. Garcia has never had any disciplinary disclosures to be reported.

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

Frank M. Garcia is currently not actively engaged in any other outside investment related business.

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## **Item 5 – Additional Compensation**

Frank M. Garcia receives compensation for providing advisory services solely from his responsibilities at Frankly Finances and from no other source.

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## **Item 6 - Supervision**

Frank M. Garcia is the only person working at Frankly Finances. Therefore, he supervises his own activity.

## SUMMARY OF PROFESSIONAL DESIGNATIONS

This Summary of Professional Designations is provided to assist you in evaluating the professional designations and minimum requirements of our investment professionals to hold these designations.

“Understanding Professional Designations” may also be helpful and found on the FINRA website at: <http://apps.finra.org/DataDirectory/1/prodesignations.aspx>

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### AIF<sup>®</sup> – Accredited Investment Fiduciary

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Issued by: Center for Fiduciary Studies in association with The University of Pittsburgh Graduate School of Business

Prerequisites/Experience Required: Candidate Must

- Attest to compliance of the Code of Ethics

Educational Requirements: None

Examination Type: AIF certification exam

Continuing Education/Experience Requirements: Annually complete six hours of continuing education

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### CFA<sup>®</sup> – Chartered Financial Analyst

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Issued by: CFA Institute

Prerequisites/Experience Required: Candidate must meet one of the following requirements

- Undergraduate degree and 4 years of professional experience involving investment decision-making
- 4 years qualified work experience (full time but not necessarily investment related)

Educational Requirements: Study program (250 hours of study for each of the 3 levels)

Examination Type: 3 course exams

Continuing Education/Experience Requirements: None

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### CFP<sup>®</sup> – Certified Financial Planner

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The CERTIFIED FINANCIAL PLANNER<sup>™</sup>, CFP<sup>®</sup> and federally registered CFP (collectively, the “CFP<sup>®</sup> marks”) are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. (“CFP Board”).

The CFP<sup>®</sup> certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP<sup>®</sup> 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<sup>®</sup> marks, an individual must currently 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 6 hours, 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.