

FINANCIAL PLANNING PROFESSIONAL DISCLOSURE FORM

This form provides information about Sattell, Johnson, Appel & Co. Financial Advisory, LLC (aka SJA Financial Advisory) and the CPA/PFS and CFP® certificants and who are principals and employees of the firm. This information has not been reviewed, approved or verified by the American Institute of CPAs (AICPA) or the CERTIFIED FINANCIAL PLANNER™ (CFP®) Board or by any governmental or self-regulatory authority. CFP Board does not warrant the specific qualification of individuals certified to use its marks, nor does it warrant the correctness of advice or opinions provided.

Part I – General Information

F. Michael Arnow, CFP®, CPA, Partner

Barry S. Sattell, CPA/PFS, Partner and Director of Wealth Management

Matthew P. Gohl, CFP®, ADPASM, Partner and Chief Executive Officer

Joseph B. Dailey, CFP®, Partner, Chief Compliance Officer and Chief Operations Officer

Adam Dodge, CFP®, Partner

Amanda H. Taylor, CFP®, Investment Advisor

Sattell, Johnson, Appel & Co. Financial Advisory, LLC

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Menomonee Falls, Wisconsin 53051-5701

(414) 390-1492

All of the above principals and employees are registered as investment advisors with the Securities and Exchange Commission and the State of Wisconsin. The PFS credential is awarded by the AICPA and is reserved for CPAs with lifelong and current learning and have depth and breadth of experience and technical expertise. The CFP® certification process, administered by CFP Board, identifies to the public that those individuals who met rigorous professional standards and have agreed to adhere to the principles of integrity, objectivity, competence, fairness, confidentiality, professionalism and diligence when dealing with clients.

Part II – Material Information Relevant to the Professional Relationship

(A) Basic philosophy in working with clients:

- Provide unbiased tax-sensitive financial advice.
- Be your primary financial adviser.
- Help you take an active role in managing your own financial affairs.
- Place your interests ahead of our own (acting as a fiduciary).

(B) Principals of financial planning:

- Gather adequate reliable information about your personal financial situation.
- Determine your goals and objectives, time horizon, and tolerance for risk.
- Analyze information we gather in an objective manner and develop unbiased recommendations.
- Assist in implementation of the plan, if requested by you.
- Update your plan from time to time, if requested by you.

(C) Enclosed with this disclosure form are brief biographies of principals and employees of the firm who are expected to provide financial planning services.

- (D) Description of the financial planning services to be provided:
- Consultations are provided covering one or more of the following major topics:
 - Emergency cash and the mechanics of cash management
 - Investment allocation, investment analysis and portfolio management
 - Saving for college, weddings, retirement and other important personal goals
 - Tax planning techniques and tax-sensitive investing
 - Insurance needs and estate planning
 - Our role is more passive than active. When you retain our expertise, you are buying our time and attention during the financial planning consultation. We will not call you if there is a change that might impact your planning; for example, a change in tax law, change in the stock or bond market, change in the economy, or change in a mutual fund.
 - We cannot be held responsible for information that may be disclosed by further or subsequent evaluation.
- (E) Conflict of interest and source of compensation:
- (1) Conflicts of interest, if any, are disclosed in our Contract for Personal Financial Planning Services.
 - (2) Source of compensation: Our compensation is on a fee-only basis. No products are sold and no referral fees or commissions are accepted. Fees are billed based on an hourly rate.
 - (3) Contingencies or other aspects material to the certificant's compensation: None.
- (F) Agency or Employment Relationships:
- (1) Material agency or employment relationship with third parties: SJA Financial Advisory, LLC is closely affiliated with the CPA firm Sattell, Johnson, Appel & Co., S.C.
 - (2) Compensation resulting from such agency or employment relationships: CPA/PFS Sattell and CFP® certificant Arnow receive fees for services as a CPA and business financial advisor.
- (G) Other material information relevant to the professional relationship: None.

Part III – Additional Notification

- (A) As a client or prospective client, you have the right to ask us at any time for information about our compensation related to the services we provide. We will communicate the requested information in reasonable detail as it relates to our financial planning engagement, including compensation derived from implementation. This disclosure of compensation:
- (1) May be expressed as an approximate dollar amount or percentage or as a range of dollar amounts or percentages;
 - (2) Shall be made at a time and to the extent that the requested information can be reasonably ascertained;
 - (3) Will be based on reasonable assumptions, with estimates clearly identified, and:
 - (4) Will be updated in a timely manner if actual compensation significantly differs from any estimates.
- (B) You have the right to receive annually the current SEC Form ADV Part 2 or the current revision of the disclosure you received when your relationship began.