



FIRM BROCHURE
(PART 2A OF FORM ADV)

STONEBRIDGE FINANCIAL ADVISORS, LLC

51 Dumont Place
Morristown, NJ 07960
Phone (973) 605-1100
Fax (973) 644-2499

www.StonebridgeFA.com
Jennifer@StonebridgeFA.com

This brochure provides information about the qualifications and business practices of STONEBRIDGE FINANCIAL ADVISORS, LLC. If you have any questions about the contents of this brochure, please contact us at: 973-605-1100, or by email at: Jennifer@StonebridgeFA.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 STONEBRIDGE FINANCIAL ADVISORS, LLC is available on the SEC's website at www.adviserinfo.sec.gov.

April 30, 2013

Material Changes

Annual Update

The Material Changes section of this brochure will be updated annually when material changes occur since the previous release of the Firm Brochure.

Material Changes since the Last Update

The U.S. Securities and Exchange Commission issued a final rule in July 2010 requiring advisers to provide a Firm Brochure in narrative “plain English” format. The new final rule specifies mandatory sections and organization.

Full Brochure Available

Whenever you would like to receive a complete copy of our Firm Brochure, please contact us by telephone at: (973) 605-1100 or by email at: Jennifer@StonebridgeFA.com.

Table of Contents

Material Changes	i
Annual Update	i
Material Changes since the Last Update	i
Full Brochure Available	i
Advisory Business	1
Firm Description.....	1
Principal Owners.....	1
Types of Advisory Services.....	1
Types of Agreements.....	2
Financial Planning Agreement	2
Investment Management Agreement.....	3
Hourly Planning Engagements	4
Asset Management	4
Termination of Agreement	4
Fees and Compensation	4
Description.....	4
Fee Billing	4
Other Fees.....	5
Expense Ratios.....	5
Past Due Accounts and Termination of Agreement	5
Performance-Based Fees	5
Sharing of Capital Gains	5
Types of Clients	6
Description.....	6
Account Minimums.....	6
Methods of Analysis, Investment Strategies and Risk of Loss	6
Methods of Analysis.....	6
Investment Strategies	6
Risk of Loss	7
Disciplinary Information	8
Legal and Disciplinary.....	8

Other Financial Industry Activities and Affiliations	8
Financial Industry Activities.....	8
Affiliations	8
Code of Ethics, Participation or Interest in Client Transactions and Personal Trading	8
Code of Ethics.....	8
Participation or Interest in Client Transactions.....	8
Personal Trading.....	<u>9</u>
Brokerage Practices.....	9
Selecting Brokerage Firms.....	9
Best Execution	9
Soft Dollars	9
Order Aggregation	9
Review of Accounts	9
Periodic Reviews	<u>9</u>
Review Triggers	10
Regular Reports.....	10
Client Referrals and Other Compensation	10
Incoming Referrals.....	10
Referrals Out	10
Other Compensation.....	10
Custody.....	10
Account Statements.....	10
Performance Reports.....	10
Net Worth Statements.....	10
Investment Discretion.....	11
Discretionary Authority for Trading.....	11
Limited Power of Attorney.....	11
Voting Client Securities	11
Proxy Votes	11
Financial Information	11
Financial Condition	11

Business Continuity Plan	12
General	12
Disasters	12
Alternate Offices	12
Loss of Key Personnel	12
Information Security Program.....	12
Information Security	12
Privacy Notice	12
Brochure Supplement (Part 2B of Form ADV)	13
Education and Business Standards	13
Professional Certifications	13
Jennifer M. Murray, CFP®, MBA	15

ADVISORY BUSINESS

Firm Description

Stonebridge Financial Advisors, LLC, (referred to as “we”, “our”, “us”, “firm” or “Stonebridge Financial”) was founded in 2004.

Stonebridge Financial provides personalized confidential financial planning and investment management services to individuals, trusts, estates, charitable organizations and small businesses. Advice is provided through consultation with the client and may include: determination of financial objectives, identification of financial problems, cash flow management, tax planning, insurance review, investment management, education funding, retirement planning, and estate planning

Stonebridge Financial is strictly a fee-only financial planning and investment management firm. The firm does not sell annuities, insurance, stocks, bonds, mutual funds, limited partnerships, or other commissioned products. The firm is not affiliated with entities that sell financial products or securities. No commissions or finder’s fees in any form are accepted by Stonebridge Financial.

Stonebridge Financial does not act as a custodian of client assets. The client always maintains asset control. Stonebridge Financial places trades for clients under a limited power of attorney.

Other professionals (e.g., lawyers, accountants, insurance agents, etc.) are engaged directly by the client on an as-needed basis. Conflicts of interest will be disclosed to the client in the unlikely event they should occur.

The initial meeting, which may be by telephone, is free of charge and is considered an exploratory interview to determine the extent to which financial planning and investment management may be beneficial to the client.

Principal Owners

Jennifer M. Murray. CFP®, MBA is the 100% stockholder.

Types of Advisory Services

Stonebridge Financial provides investment supervisory services, also known as investment management services; furnishes investment advice through consultations; issues special reports about securities; and issues, charts, graphs, formulas, or other devices which clients may use to evaluate securities.

On more than an occasional basis, Stonebridge Financial furnishes advice to clients on matters not involving securities, such as financial planning matters, taxation issues, and trust services that often include estate planning.

As of April 2013 Stonebridge Financial manages approximately \$36,800,000 in assets for approximately 38 clients. Assets are managed on a discretionary basis. We do not manage assets on a non-discretionary basis.

Types of Agreements

The following agreements define the typical client relationships.

Financial Planning Agreement

A financial plan is designed to help the client with all aspects of financial planning without ongoing investment management after the financial plan is completed.

The financial plan may include, but is not limited to: a net worth statement; a cash flow statement; a review of investment accounts, including reviewing asset allocation and providing repositioning recommendations; strategic tax planning; a review of retirement accounts and plans including recommendations; a review of insurance policies and recommendations for changes, if necessary; one or more retirement scenarios; estate planning review and recommendations; and education planning with funding recommendations.

Detailed investment advice and specific recommendations are provided as part of a financial plan. Implementation of the recommendations is at the discretion of the client.

The fee for a financial plan is predicated upon the facts known at the start of the engagement. The fee range is \$2,500 to \$10,000 and is negotiable. Since financial planning is a discovery process, situations occur wherein the client is unaware of certain financial exposures or predicaments.

In the event that the client's situation is substantially different than disclosed at the initial meeting, a revised fee will be provided for mutual agreement. The client must approve the change of scope in advance of the additional work being performed when a fee increase is necessary.

In performing its services, Stonebridge Financial shall not be required to verify any information received from the client or from the client's other professionals, and is expressly authorized to rely thereon. If requested by the client, Stonebridge Financial may recommend the services of other professionals for implementation purposes. The client is under no obligation to engage the services of any such recommended professional.

After delivery of a financial plan, future face-to-face meetings may be scheduled as necessary. Follow-on implementation work is billed separately at the rate of \$250.00 per hour.

Investment Management Agreement

Most clients choose to have Stonebridge Financial manage their assets in order to obtain ongoing in-depth financial advice and life planning. All aspects of the client's financial affairs are reviewed. Realistic and measurable goals are set and objectives to reach those goals are defined. As goals and objectives change over time, suggestions are made and implemented on an ongoing basis.

A written evaluation of each client's initial situation is provided to the client, often in the form of a net worth statement and asset allocation. Periodic reviews are also communicated to provide reminders of the specific courses of action that need to be taken.

The annual fee for investment management services is based on a percentage of the investable assets according to the following schedule:

1.00% on the first \$1,000,000;
.75% on the next \$1,000,000;
and 0.50% on the assets above \$2,000,000.

The minimum annual fee is \$10,000 and is negotiable. Current client relationships may exist where the fees are higher or lower than the fee schedule above. Agreements may not be assigned without client consent.

The portfolio value at the completion of the prior full billing quarter is used as the basis for the fee computation. Fees are billed quarterly in arrears (1/4 of the annual fee percentage).

Investment policy statements are created that reflect the stated goals and objective. Clients may impose restrictions on investing in certain securities or types of securities.

Assets are invested primarily in no-load mutual funds and exchange-traded funds, usually through discount brokers or fund companies. Fund companies charge each fund shareholder an investment management fee that is disclosed in the fund prospectus. Discount brokerages may charge a transaction fee for the purchase of some funds.

Stocks and bonds may be purchased or sold through a brokerage account when appropriate. The brokerage firm charges a fee for stock and bond trades. Stonebridge Financial does not receive any compensation, in any form, from fund companies.

Investments may also include: equities (stocks), corporate debt securities, commercial paper, certificates of deposit, municipal securities, and U. S. government securities.

Initial public offerings (IPOs) are not available through Stonebridge Financial.

Although the investment management agreement is an ongoing agreement and constant adjustments are required, the length of service to the client is at the client's discretion. The client or Stonebridge Financial may terminate an Agreement by written notice to the other party. At termination, fees will be billed on a pro rata basis for the portion of the quarter completed.

Each client is advised that it remains his/her responsibility to promptly notify Stonebridge Financial if there is ever any change to his/her financial situation or investment objectives for the purpose of reviewing and/or revising Stonebridge Financial previous recommendations and/or services.

Hourly Planning Engagements

Stonebridge Financial provides hourly planning services for clients who need advice on a limited scope of work. Financial plans cannot be completed through an hourly engagement. The scope of each hourly engagement is determined solely by the client.

The hourly rate for limited scope engagements is \$250.

Termination of Agreement

A client may terminate any of the aforementioned agreements at any time by notifying Stonebridge Financial in writing and paying the rate for the time spent on the advisory services prior to notification of termination. If the client made an advance payment, Stonebridge Financial will refund any unearned portion of the advance payment.

Stonebridge Financial may terminate any of the aforementioned agreements at any time by notifying the client in writing. If the client made an advance payment, Stonebridge Financial will refund any unearned portion of the advance payment.

Fees and Compensation

Description

Stonebridge Financial is a fee-only firm. No commissions or income is accepted from any third parties. All fees are paid directly by clients.

Stonebridge Financial bases its fees on a percentage of assets under management, hourly charges, and fixed fees.

Financial plans are priced according to the degree of complexity associated with the client's situation.

Fee Billing

Investment management fees are billed quarterly, in arrears, meaning that we invoice you after the three-month billing period has ended. Payment in full is expected upon invoice presentation. Fees are usually deducted from a

designated client account to facilitate billing. The client must consent in advance to direct debiting of their investment account.

Fees for financial plans are billed 50% in advance, with the balance due upon delivery of the financial plan.

Other Fees

Custodians may charge transaction fees on purchases or sales of certain mutual funds and exchange-traded funds. These transaction charges are usually small and incidental to the purchase or sale of a security. The selection of the security is more important than the nominal fee that the custodian charges to buy or sell the security.

Stonebridge Financial, in its sole discretion, may waive its minimum fee and/or charge a lesser investment management fee based upon certain criteria (e.g., historical relationship, type of assets, anticipated future earning capacity, anticipated future additional assets, dollar amounts of assets to be managed, related accounts, account composition, negotiations with clients, etc.).

Expense Ratios

Mutual funds generally charge a management fee for their services as investment managers. The management fee is called an expense ratio. For example, an expense ratio of 0.25 means that the mutual fund company charges 0.25% for their services. These fees are in addition to the fees paid by you to Stonebridge Financial.

Performance figures quoted by mutual fund companies in various publications are after their fees have been deducted.

Past Due Accounts and Termination of Agreement

Stonebridge Financial reserves the right to stop work on any account that is more than 45 days overdue. In addition, Stonebridge Financial reserves the right to terminate any financial planning engagement where a client has willfully concealed or has refused to provide pertinent information about financial situations when necessary and appropriate, in Stonebridge Financial's judgment, to providing proper financial advice. Any unused portion of fees collected in advance will be refunded within 5 days.

Performance-Based Fees

Sharing of Capital Gains

Fees are not based on a share of the capital gains or capital appreciation of managed securities.

Stonebridge Financial does not use a performance-based fee structure because of the potential conflict of interest. Performance-based compensation may create an incentive for the adviser to recommend an investment that may carry a higher degree of risk to the client.

Types of Clients

Description

Stonebridge Financial generally provides investment advice to individuals, trusts, estates, charitable organizations, and business entities.

Client relationships vary in scope and length of service.

Account Minimums

The minimum account size is \$1,000,000 of assets under management, which equates to an annual fee of \$ 10,000.

When an account falls below \$1,000,000 in value, the minimum annual fee of \$10,000 is charged.

Stonebridge Financial has the discretion to waive the account minimum. Accounts of less than \$1,000,000 may be set up when the client and the advisor anticipate the client will add additional funds to the accounts bringing the total to \$1,000,000 within a reasonable time. Other exceptions will apply to relatives of existing clients.

Methods of Analysis, Investment Strategies and Risk of Loss

Methods of Analysis

Security analysis methods may include charting, fundamental analysis, technical analysis, and cyclical analysis.

The main sources of information include financial newspapers and magazines, inspections of corporate activities, research materials prepared by others, corporate rating services, prospectuses, filings with the Securities and Exchange Commission, and company press releases.

Other sources of information that Stonebridge Financial may use include Morningstar Principia mutual fund information, Morningstar Principia mutual fund and ETF information, and the World Wide Web.

Investment Strategies

The primary investment strategy used on client accounts is strategic asset allocation utilizing passively-managed index and exchange-traded funds. Portfolios are globally diversified to control the risk associated with traditional markets.

The investment strategy for a specific client is based upon the objectives stated by the client during consultations. The client may change these objectives at any time. Each client executes an Investment Policy Statement that documents their objectives and their desired investment strategy.

Risk of Loss

All investment programs have certain risks that are borne by the investor. Our investment approach constantly keeps the risk of loss in mind. Investors face the following investment risks:

- **Interest-rate Risk**: Fluctuations in interest rates may cause investment prices to fluctuate. For example, when interest rates rise, yields on existing bonds become less attractive, causing their market values to decline.
- **Market Risk**: The price of a security, bond, or mutual fund may drop in reaction to tangible and intangible events and conditions. This type of risk is caused by external factors independent of a security's particular underlying circumstances. For example, political, economic and social conditions may trigger market events.
- **Inflation Risk**: When any type of inflation is present, a dollar today will not buy as much as a dollar next year, because purchasing power is eroding at the rate of inflation.
- **Currency Risk**: Overseas investments are subject to fluctuations in the value of the dollar against the currency of the investment's originating country. This is also referred to as exchange rate risk.
- **Reinvestment Risk**: This is the risk that future proceeds from investments may have to be reinvested at a potentially lower rate of return (i.e. interest rate). This primarily relates to fixed income securities.
- **Business Risk**: These risks are associated with a particular industry or a particular company within an industry. For example, oil-drilling companies depend on finding oil and then refining it, a lengthy process, before they can generate a profit. They carry a higher risk of profitability than an electric company, which generates its income from a steady stream of customers who buy electricity no matter what the economic environment is like.
- **Liquidity Risk**: Liquidity is the ability to readily convert an investment into cash. Generally, assets are more liquid if many traders are interested in a standardized product. For example, Treasury Bills are highly liquid, while real estate properties are not.
- **Financial Risk**: Excessive borrowing to finance a business' operations increases the risk of profitability, because the company must meet the terms of its obligations in good times and bad. During periods of

financial stress, the inability to meet loan obligations may result in bankruptcy and/or a declining market value.

Disciplinary Information

Legal and Disciplinary

The firm and its employees have not been involved in legal or disciplinary events related to past or present investment clients.

Other Financial Industry Activities and Affiliations

Financial Industry Activities

Stonebridge Financial is registered as a Registered Investment Advisor (RIA) with the State of New Jersey.

Affiliations

Stonebridge Financial has arrangements that are material to its advisory or its clients with a related person who is a broker-dealer, investment company, or other investment advisor

Affiliated parties include TD Ameritrade Institutional, Vanguard, Dimensional Fund Advisors (DFA),

Stonebridge Financial is also a member of The National Association of Personal Financial Advisors (NAPFA) and the Estate Planning Council of Northern New Jersey.

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

Code of Ethics

The employees of Stonebridge Financial have committed to a Code of Ethics that is available for review by clients and prospective clients upon request. The firm will provide a copy of the Code of Ethics to any client or prospective client upon request.

Participation or Interest in Client Transactions

Stonebridge Financial and its employees may buy or sell securities that are also held by clients. Employees may not trade their own securities ahead of client trades.

Personal Trading

The Chief Compliance Officer of Stonebridge Financial is Jennifer M. Murray, CFP®. She reviews all employee trades each quarter. The personal trading reviews ensure that the personal trading of employees does not affect the markets, and that clients of the firm receive preferential treatment. Since most employee trades are small mutual fund trades or exchange-traded fund trades, the trades do not affect the securities markets.

Brokerage Practices

Selecting Brokerage Firms

Stonebridge Financial does not have any affiliation with product sales firms. Specific custodian recommendations are made to Clients based on their need for such services. Stonebridge Financial recommends custodians based on the proven integrity and financial responsibility of the firm and the best execution of orders at reasonable commission rates.

Stonebridge Financial recommends discount brokerage firms and trust companies (qualified custodians), such as TD Ameritrade, Vanguard, Fidelity Investments. Stonebridge Financial is an advisor with TD Ameritrade Institutional.

Stonebridge Financial does not receive fees or commissions from any of these arrangements.

Best Execution

Stonebridge Financial reviews the execution of trades at each custodian each quarter. Trading fees charged by the custodians is also reviewed on a quarterly basis. Stonebridge Financial does not receive any portion of the trading fees.

Order Aggregation

Most trades are mutual funds or exchange-traded funds where trade aggregation does not garner any client benefit.

Review of Accounts

Periodic Reviews

Account reviews are performed quarterly by advisor Jennifer M. Murray, CFP®, Principal. Account reviews are performed more frequently when market conditions dictate. Accounts are rebalanced as necessary.

Review Triggers

Other conditions that may trigger a review are changes in the tax laws, new investment information, and changes in a client's own situation.

Regular Reports

Investment Management clients receive quarterly Account Balance and Asset Allocation reports. In addition, yearly, clients receive Portfolio Performance Reports.

Client Referrals and Other Compensation

Incoming Referrals

Stonebridge Financial has been fortunate to receive many client referrals over the years. The referrals came from current clients, estate planning attorneys, accountants, employees, personal friends of employees and other similar sources. The firm does not compensate referring parties for these referrals.

Referrals Out

Stonebridge Financial does not accept referral fees or any form of remuneration from other professionals when a prospect or client is referred to them.

CUSTODY

Account Statements

All assets are held at qualified custodians, which mean the custodians provide account statements directly to clients at their address of record at least quarterly.

Performance Reports

Clients are urged to compare the account statements received directly from their custodians to the quarterly report statements provided by Stonebridge Financial.

Net Worth Statements

Stonebridge Financial provides net worth statements to ongoing investment management clients. Net worth statements contain approximations of bank account balances provided by the client, as well as the value of land and hard-to-price real estate. The net worth statements are used for long-term financial planning where the exact values of assets are not material to the financial planning tasks.

Investment Discretion

Discretionary Authority for Trading

Stonebridge Financial accepts discretionary authority to manage securities accounts on behalf of clients. Stonebridge Financial has the authority to determine, without obtaining specific client consent, the securities to be bought or sold, and the amount of the securities to be bought or sold.

The client approves the custodian to be used and the commission rates paid to the custodian. Stonebridge Financial does not receive any portion of the transaction fees or commissions paid by the client to the custodian on certain trades.

Discretionary trading authority facilitates placing trades in your accounts on your behalf so that we may promptly implement the investment policy that you have approved in writing.

Limited Power of Attorney

A limited power of attorney is a trading authorization for this purpose. You sign a limited power of attorney so that we may execute the trades that you have approved.

Voting Client Securities

Proxy Votes

Stonebridge Financial does not vote proxies on securities. Clients are expected to vote their own proxies.

Financial Information

Financial Condition

Stonebridge Financial does not have any financial impairment that will preclude the firm from meeting contractual commitments to clients.

A balance sheet is not required to be provided because Stonebridge Financial does not serve as a custodian for client funds or securities, and does not require prepayment of fees of more than \$600 per client, and six months or more in advance.

Business Continuity Plan

General

Stonebridge Financial has a Business Continuity Plan in place that provides detailed steps to mitigate and recover from the loss of office space, communications, services or key people.

Disasters

The Business Continuity Plan covers natural disasters such as snow storms, hurricanes, tornados, and flooding. The Plan covers man-made disasters such as loss of electrical power, loss of water pressure, fire, bomb threat, nuclear emergency, chemical event, biological event, T-1 communications line outage, Internet outage, railway accident and aircraft accident. Electronic files are backed up daily and archived offsite.

Alternate Offices

Alternate offices are identified to support ongoing operations in the event the main office is unavailable. It is our intention to contact all clients within five days of a disaster that dictates moving our office to an alternate location.

Loss of Key Personnel

Stonebridge Financial has signed a Business Continuation Agreement with another financial advisory firm to support Stonebridge Financial in the event of Jennifer Murray's serious disability or death.

Information Security Program

Information Security

Stonebridge Financial maintains an information security program to reduce the risk that your personal and confidential information may be breached.

Privacy Notice

Stonebridge Financial is committed to maintaining the confidentiality, integrity and security of the personal information that is entrusted to us.

The categories of nonpublic information that we collect from you may include information about your personal finances, information about your health to the extent that it is needed for the financial planning process, information about transactions between you and third parties, and information from consumer reporting agencies, e.g., credit reports. We use this information to help you meet your personal financial goals.

With your permission, we disclose limited information to attorneys, accountants, and mortgage lenders with whom you have established a

relationship. You may opt out from our sharing information with these nonaffiliated third parties by notifying us at any time by telephone, mail, fax, email, or in person. With your permission, we share a limited amount of information about you with your brokerage firm in order to execute securities transactions on your behalf.

We maintain a secure office to ensure that your information is not placed at unreasonable risk. We employ a firewall barrier, secure data encryption techniques and authentication procedures in our computer environment.

We do not provide your personal information to mailing list vendors or solicitors. We require strict confidentiality in our agreements with unaffiliated third parties that require access to your personal information, including financial service companies, consultants, and auditors. Federal and state securities regulators may review our Company records and your personal records as permitted by law.

Personally identifiable information about you will be maintained while you are a client, and for the required period thereafter that records are required to be maintained by federal and state securities laws. After that time, information may be destroyed.

We will notify you in advance if our privacy policy is expected to change. We are required by law to deliver this *Privacy Notice* to you annually, in writing.

Brochure Supplement (Part 2B of Form ADV)

Education and Business Standards

Stonebridge Financial requires that advisors in its employ have a bachelor's degree and further coursework demonstrating knowledge of financial planning and tax planning. Examples of acceptable coursework include: an MBA, a CFP®, a CFA, a ChFC, JD, CTFA, EA or CPA. Additionally, advisors must have work experience that demonstrates their aptitude for financial planning and investment management.

PROFESSIONAL CERTIFICATIONS

Employees have earned certifications and credentials that are required to be explained in further detail.

CERTIFIED FINANCIAL PLANNER™ (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 62,000 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.

Jennifer M. Murray, CFP®. MBA

Educational Background:

- Born 1960
- **Villanova University**, Villanova, PA, BS-General Science (1982)
- **Pace University** Lubin Graduate School of Business, NY,NY MBA-Finance (1988)
- **Farleigh Dickenson University**, Madison, NJ Certificate in Financial Planning (1996)

Business Experience:

- Stonebridge Financial Advisors, LLC – Principal (2004-Present)
- Northport Partnership Management- Accountant- (1999-2004)
- Jennifer M. Murray, CFP-Financial Planner (1998-1999)
- First Union National Bank – Private Banker (1995-1996)
- Chase Manhattan Bank, NA- Private Banker and other various positions (1982-1995)

Disciplinary Information: None

Other Business Activities: None

Additional Compensation: None

Arbitration Claims: None

Self-Regulatory Organization or Administrative Proceeding: None

Bankruptcy Petition: None