

Item 1 – Cover Page  
**FORM ADV Part 2A**

**Plotkin Financial Advisors, LLC  
Doing Business As**

**Plotkin Retirement Advisors**

**8401 Connecticut Avenue, Suite 400  
Chevy Chase, MD 20815  
P: 301-907-9790  
[www.pfallc.com](http://www.pfallc.com)**

**March 2018**

**This brochure provides information about the qualifications and business practices of Plotkin Financial Advisors, LLC doing business as Plotkin Retirement Advisors. If you have any questions about the contents of this Brochure, please contact us at (301) 907-9790 and/or Sarah Hunt at [Shunt@pfallc.com](mailto:Shunt@pfallc.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 Plotkin Financial Advisors, LLC also is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). The searchable IARD/CRD number for Plotkin Financial Advisors, LLC is 127635.**

**Any references to Plotkin Financial Advisors, LLC doing business as Plotkin Retirement Advisors as a registered investment adviser or its related persons as registered advisory representatives does not imply a certain level of skill or training.**

**Item 2 - MATERIAL CHANGES**

March 2018

No material changes made.

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At least annually, this section will discuss only specific material changes that are made to the Brochure and provide you with a summary of such changes.

The material changes discussed above are only those changes that have been made to this brochure since the firm's last annual update of the brochure. The date of the last annual update of the brochure was March 2018.

Pursuant to SEC Rules, we will ensure that you receive a summary of any material changes to this and subsequent brochures within 120 days of the close of our fiscal year, which is December 31st. We may further provide other ongoing disclosure information about material changes as necessary.

Additionally, we will further provide you with a new brochure as necessary based on change or new information, at any time, without charge.

Our brochure may be requested free of charge by contacting Sarah Hunt at (301) 907-9790 and/or at Shunt@pfallc.com. Additional information about Plotkin Financial Advisors, LLC is also available via the SEC's website [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). The website also provides information about any persons affiliated with Plotkin Financial Advisors, LLC who are registered, or are required to be registered, as investment adviser representatives of Plotkin Financial Advisors, LLC.

Plotkin Retirement Advisors

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#### **Item 4 - ADVISORY BUSINESS**

Plotkin Financial Advisors, LLC doing business as Plotkin Retirement Advisors is an investment advisory firm offering a variety of advisory services customized to your individual needs.

A. Plotkin Financial Advisors, LLC was established in 2003. Shimshon Plotkin is full owner.

#### **B. Defined Contribution Plan Consulting Services**

Plotkin Retirement Advisors offers defined contribution plan consulting services. The following services are offered:

- Non-discretionary investment advisory services to defined contribution plans (the Plan) with respect to the included assets as defined in accordance with the Plan's investment policies and objectives.
- Selection, monitoring and replacement of service providers.
- Fee and cost review comparison of existing Plan compared to existing options.
- Ongoing monitoring of investment options and Plan performance without providing specific investment recommendations.
- Participant education and enrollment support
- Assist in the development of the Plan's investment policy statement.
- Assist in the development of a fiduciary audit file.
- Participant consultation and advice

The investment recommendations and advisory services offered by Plotkin Retirement Advisors are not legal advice or accounting advice. You should coordinate and discuss the impact of financial advice with your attorney and/or accountant. It is necessary to inform Plotkin Retirement Advisors promptly with respect to any changes to the Plan and investment goals and objectives. Failure to notify Plotkin Retirement Advisors of any such changes could result in investment recommendations not meeting the Plan's needs.

#### **IRA Rollover Considerations**

As part of our consulting and advisory services, we may provide you recommendations and advice concerning your employer retirement plan or other qualified retirement account. Our recommendations may include you consider withdrawing the assets from your employer's retirement plan or other qualified retirement account and roll the assets over to an individual retirement account ("IRA"). Further, we offer our management services be applied to those funds and securities rolled into an IRA or other account for which we will receive compensation. If you elect to roll the assets to an IRA that is subject to our management, we will charge you an asset based fee as described above under Item 5. This practice presents a conflict of interest because persons providing investment advice on our behalf have an incentive to recommend a rollover to you for the purpose of generating fee based compensation rather than solely based on your needs. You are under no obligation, contractually or otherwise, to complete the rollover. Furthermore, if you do complete the rollover, you are under no obligation to have the assets in an IRA managed by us.

## Plotkin Retirement Advisors

It is important for you to understand many employers permit former employees to keep their retirement assets in their company plan. Also, current employees can sometimes move assets out of their company plan before they retire or change jobs. In determining whether to complete the rollover to an IRA, and to the extent the following options are available, you should consider the costs and benefits of each.

An employee will typically have four options:

1. Leave the funds in your employer's (former employer's) plan.
2. Move the funds to a new employer's retirement plan.
3. Cash out and taking a taxable distribution from the plan.
4. Roll the funds into an IRA rollover account.

Each of these options has advantages and disadvantages and before making a change we encourage you to speak with your CPA and/or tax attorney.

If you are considering rolling over your retirement funds to an IRA for us to manage it is important you understand the following:

1. Determine whether the investment options in your employer's retirement plan address your needs or whether you might want to consider other types of investments.
  - a. Employer retirement plans generally have a more limited investment menu than IRAs.
  - b. Employer retirement plans may have unique investment options not available to the public such as employer securities, or previously closed funds.
2. Your current plan may have lower fees than our fees.
  - a. If you are interested in investing only in mutual funds, you should understand the cost structure of the share classes available in your employer's retirement plan and how the costs of those share classes compare with those available in an IRA.
  - b. You should understand the various products and services you might take advantage of at an IRA provider and the potential costs of those products and services.
  - c. It is likely you will not be charged a management fee and will not receive ongoing asset management services unless you elect to have such services. In the event your plan offers asset management or model management, there may be a fee associated with the services that is more or less than our asset management fee.
3. Our strategy may have higher risk than the option(s) provided to you in your plan.
4. Your current plan may offer financial advice, guidance, and/or model management or portfolio options at no additional cost.
5. If you keep your assets titled in a 401k or retirement account, you could potentially delay your required minimum distribution beyond age 70.5 (70 ½).
6. Your 401k may offer more liability protection than a rollover IRA; each state may vary.
  - a. Generally, federal law protects assets in qualified plans from creditors. Since 2005, IRA assets have been generally protected from creditors in bankruptcies. However, there can be some exceptions to the general rules so you should consult an attorney if you are concerned about protecting your retirement plan assets from creditors.
7. You may be able to take out a loan on your 401k, but not from an IRA.
8. IRA assets can be accessed any time; however, distributions are subject to ordinary income tax and may also be subject to a 10% early distribution penalty unless they

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- qualify for an exception such as disability, higher education expenses or the purchase of a home.
9. If you own company stock in your plan, you may be able to liquidate those shares at a lower capital gains tax rate.
  10. Your plan may allow you to hire us as the manager and keep the assets titled in the plan name.

It is important that you understand the differences between these types of accounts and to decide whether a rollover is best for you. Prior to proceeding, if you have questions contact your investment adviser representative, or call our main number as listed on the cover page of this brochure.

- C. Plotkin Retirement Advisors tailors advisory services to a company's needs. The Plan trustees may impose restrictions and/or limitations on the investing in certain securities or types of securities offered in the Plan. Plotkin Retirement Advisors will meet with Plan trustees at a frequency agreed upon and customize services to the Plan.
- D. A wrap program is not offered under the name of Plotkin Retirement Advisors. Plotkin Financial Advisors, LLC offers a wrap program to retail clients.
- E. Plotkin Financial Advisors, LLC offers asset management services to individual clients. Plotkin Financial Advisors, LLC as of December 31, 2016, we have approximately \$112,592,000 of client assets under our discretionary management and no assets under non-discretionary management

### **Item 5 - FEES AND COMPENSATION**

- A. Fees are negotiable and are not based on a share of capital gains or capital appreciation of the funds or any portion of the funds.

No fee adjustments will be made for additional deposits to the Plan or partial withdrawals from the Plan or for account appreciation or depreciation.

Plotkin Retirement Advisors will quote the Plan a fee based on the fee range below. The fee will be determined based on several factors including size and complexity of the Plan, complexity of services, and number educational seminars per year.

Fees will range from .40% to .50% of plan assets

- B. Plotkin Retirement Advisors will direct its fee invoices to the third party administrator. Payment to Plotkin Retirement Advisors must be made payable to Plotkin Financial Advisors, LLC within 30 days of receipt of the invoice.
- C. In addition to Plotkin Retirement Advisors' advisory fee above, the Plan and/or Plan participants will pay third party administrator fees, custodial fees, account maintenance fees and other fees associated with maintaining the Plan Account. Such fees are not charged by

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Plotkin Retirement Advisors and are charged by the product, broker/dealer or account custodian. Plotkin Retirement Advisors does not share in any portion of such fees. Additionally, the Plan and/or Plan participants may pay a proportionate share of the fund's management and administrative fees and sales charges as well as the mutual fund adviser's fee of any mutual fund purchased. Such advisory fees are not shared with Plotkin Retirement Advisors and are compensation to the fund-manager.

D. Plotkin Retirement Advisors' fee will be paid either quarterly in advance or monthly at the end of each month depending on the third party administrator selected by the Plan.

- 1) Fees billable quarterly in advance: Advisory fees will be charged in advance of each calendar quarter based upon the value of the Plan assets on the last business day of the just completed calendar quarter.

Adviser has the discretion to charge a prorated advisory fee for a partial quarter should this Agreement be executed on a day other than the first day of a calendar quarter.

- 2) Fees billable monthly in arrears: Advisory fees will be calculated on a daily basis based on the value of the Plan assets at the close of the business day and will be charged to the Plan in arrears at the end of each month.

Adviser will issue a prorated refund of a prepaid fee if services are terminated as of a day other than the last day of a calendar quarter subject to the Termination provision below. The Plan will be charged advisory fees for the period up to the termination date.

E. Plotkin Retirement Advisors will not receive trail compensation or any other additional compensation on Plan assets other than its advisory fee invoiced to the third party administrator on Plan.

The following disclosures apply to retail clients participating in advisory services offered by Plotkin Financial Advisors, LLC:

Advisory Representatives of Plotkin Retirement Advisors are dually registered representatives of Independent Financial Group, LLC ("IFG"), a registered broker/dealer, member of the Financial Industry Regulatory Authority (FINRA) and SIPC. Advisory Representatives of Plotkin Retirement Advisors who are Registered Representative may receive trail commissions (i.e. 12b-1 fees) for a period of time as a result of directing securities transactions through IFG. Load and no-load mutual funds may pay annual distribution charges, sometimes referred to as 12b-1 fees. 12b-1 fees come from fund assets, therefore, indirectly from your assets. 12b-1 fees may be initially paid to IFG and a portion passed to the Advisory Representatives. The receipt of such fees could represent an incentive for the Advisory Representatives to recommend funds with 12b-1 fees over funds that have no fees or lower fees. As a result, there is a potential conflict of interest.

These practices present a conflict of interest and give Plotkin Financial Advisors, LLC an incentive to recommend investment products based on the compensation received, rather than

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on a client's needs. Plotkin Financial Advisors, LLC will attempt to mitigate conflicts of interest by:

- Informing you of the conflict of interest in this Disclosure Brochure.
- Maintaining and abiding by our Code of Ethics which requires us to place your interest first and foremost.
- Routine review of transactions
- Advising you of the right to decline to implement our recommendations and the right to choose other financial professionals for implementation.
- Recognizing and advising you Plotkin Financial Advisors, LLC is a fiduciary as a registered investment adviser and has an obligation to conduct its business in the best interest of its clients and not in Plotkin Financial Advisors, LLC's interest.

### Termination Provisions

Plan may terminate investment advisory services obtained from Plotkin Retirement Advisors, without penalty, upon written notice within thirty (30) business days after entering into the advisory agreement with Plotkin Retirement Advisors. The Plan will be responsible for any fees and charges incurred from third parties as a result of maintaining the Account. Thereafter, the Plan may terminate investment advisory services upon delivery of your notice to terminate to Plotkin Retirement Advisors. Should the Plan terminate advisory services during a calendar quarter, the Plan will be issued a pro-rated refund of the advisory fee from the date of termination to the end of the calendar quarter.

### **Item 6 - PERFORMANCE-BASED FEES AND SIDE BY SIDE MANAGEMENT**

This section is not applicable to Plotkin Retirement Advisors since Plotkin Retirement Advisors does not charge performance based fees.

### **Item 7 - TYPES OF CLIENTS**

Plotkin Retirement Advisors' services are geared toward defined contribution plans.

### **Item 8 - METHODS OF ANALYSIS, INVESTMENT STRATEGIES AND RISK OF LOSS**

- A. The services offered by Plotkin Retirement Advisors to a Plan are limited to education services offered to Plan participants. Plotkin Retirement Advisors does not participate in selecting in the securities to be offered in the Plan as investment options and does not provide pension consulting services to the Plan trustees. The educational materials used with Plan participants will be provided directly by the investment product sponsors whose products are offered in the Plan.
- B. Investing in securities involves risk of loss, including the potential loss of principal. Therefore, a client must be prepared to bear the risk of loss and fluctuating performance.



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Plotkin Retirement Advisors does not represent, warrant or imply that the services or methods of analysis used by Plotkin Retirement Advisors can or will predict future results, successfully identify market tops or bottoms, or insulate you from losses due to major market corrections or crashes. Past performance is no indication of future performance. No guarantees can be offered that your goals or objectives will be achieved. Further, no promises or assumptions can be made that the advisory services offered by Plotkin Retirement Advisors will provide a better return than other investment strategies.

- C. Plotkin Retirement Advisors does not recommend specific securities holdings in the Plan. Plotkin Retirement Advisors does provide education and limited investment guidance to Plan participants based on the securities options in the Plan.

The risks with mutual funds include

- **Manager Risk:** which is the risk that an actively managed mutual fund's investment adviser will fail to execute the fund's stated investment strategy.
- **Market Risk:** which is the risk that the Stock Market will decline, decreasing the value of the securities contained within the mutual funds we recommend to you.
- **Industry Risk:** which is the risk that a group of stocks in a single industry will decline in price due to adverse developments in that industry, decreasing the value of mutual funds that are significantly invested in that industry.
- **Inflation Risk:** which is the risk that the rate of price increases in the economy deteriorates the returns associated with the mutual fund.

Exchange Traded Funds (ETFs) risks include:

- ETFs are professionally managed pooled vehicles that invest in stocks, bonds, short-term money market instruments, other mutual funds, other securities or any combination thereof. ETFs trade on an auctionable market. Therefore, there is more price fluctuation with ETFs than with mutual funds since ETFs trade throughout the day, whereas mutual funds are priced once a day.
- ETFs only mirror a market index, such as the S&P 500, they won't outperform the index.
- While ETFs generally provide diversification, risks can be significantly increased for funds concentrated in a particular sector of the market, or that primarily invest in small cap or speculative companies, use leverage (i.e. borrow money) to a significant degree, or concentrate in a particular type of security rather than balancing the fund with different types of securities.

These are some of the primary risks associated with the types of securities holdings that may be offered in the Plan. Please do not hesitate to contact us to discuss these risks and others in more detail. Mutual fund fees are described in the fund's prospectus, which the custodian mails directly to the client following any purchase of a mutual fund that is new to the client's account. In addition, a prospectus is available online at each mutual fund company's web site. At the client's request at any time Plotkin Retirement Advisors will direct the client to the appropriate web page to access the prospectus.

No investment strategy can avoid loss. Investing in securities involves risk of loss that you need to be prepared to bear.

**Item 9 - DISCIPLINARY INFORMATION**

There is no reportable disciplinary information required for Plotkin Retirement Advisors or its management persons that is material to your evaluation of Plotkin Retirement Advisors, its business or its management persons.

**Item 10 - OTHER FINANCIAL INDUSTRY ACTIVITIES AND AFFILIATIONS**

- A. Advisory Representatives are dually registered as an advisory representative of Plotkin Financial Advisors, LLC and as a registered representative of IFG. A client has the right to purchase or sell securities through Plotkin Financial Advisors, LLC Advisory Representatives or another financial professional. However, if a client chooses to purchase or sell securities products through Plotkin Financial Advisors, LLC Advisory Representatives, commissions will be earned in addition to any fees paid for advisory services. Commissions may be higher or lower at IFG than at other broker/dealers. Advisory Representatives have a conflict of interest in having a client purchase securities and/or insurance related products through IFG in that the higher their production with IFG the greater potential for obtaining a higher pay-out on commissions earned.

Under the rules and regulations of the FINRA, IFG has an obligation to perform certain supervisory functions regarding certain activities engaged in by advisory representatives who are also registered representatives of IFG. For such supervisory functions, Plotkin Financial Advisors, LLC will pay IFG a portion of the advisory fees they receive. IFG and Plotkin Financial Advisors, LLC doing business as Plotkin Retirement Advisors are not affiliated.

- B-C. Plotkin Financial Advisors, LLC doing business as Plotkin Retirement Advisors is not and does not have a related person who is a futures commission merchant, commodity pool operator, commodity trading advisor, or an associated person of the foregoing entities. Further, Plotkin Retirement Advisors is not and does not have a related person who is: broker/dealer or other similar type of broker or dealer; investment company or other pooled investment vehicle, other investment adviser or financial planner; futures commission merchant or commodity pool operator; banking or thrift institution; accountant or accounting firm; insurance company or agency; pension consultant; or sponsor or syndicator of a limited partnership.

Plotkin Financial Advisors, LLC attempts to mitigate the conflicts of interest (i.e. the potential receipt of commissions if recommendations are implemented) by providing these disclosures. Other professionals should always be consulted for an opinion and recommendations can be implemented through other financial professionals. Furthermore, as a registered representative with IFG, Advisory Representatives are subject to a supervisory structure at IFG over their securities business.

**Item 11 - CODE OF ETHICS, PARTICIPATION OF INTEREST IN CLIENT TRANSACTIONS AND PERSONAL TRADING**

**Code Of Ethics**

- A. Plotkin Retirement Advisors has a fiduciary duty to you to act in your best interest and always place your interests first and foremost. Plotkin Retirement Advisors takes seriously its compliance and regulatory obligations and requires all staff to comply with such rules and regulations as well as Plotkin Retirement Advisors' policies and procedures. Further, Plotkin Retirement Advisors strives to handle your non-public information in such a way to protect information from falling into hands that have no business reason to know such information and provides you with Plotkin Retirement Advisors' Privacy Policy. As such, Plotkin Retirement Advisors maintains a code of ethics for its Advisory Representatives, supervised persons and staff. The Code of Ethics contains provisions for standards of business conduct in order to comply with federal securities laws, personal securities reporting requirements, pre-approval procedures for certain transactions, code violations reporting requirements, and safeguarding of material non-public information about your transactions. Further, Plotkin Retirement Advisors' Code of Ethics establishes Plotkin Retirement Advisors' expectation for business conduct. A copy of our Code of Ethics will be provided to you upon request.
- B. Neither Plotkin Retirement Advisors nor its associated persons recommends to clients or buys or sells for client accounts any securities in which we have a material financial interest.
- C. Plotkin Retirement Advisors and its associated persons buy or sell securities identical to those securities recommended to you. Therefore, Plotkin Retirement Advisors and/or its associated persons have an interest or position in certain securities that are also recommended and bought or sold to you. Plotkin Retirement Advisors and its associated persons will not put their interests before your interest. Plotkin Retirement Advisors and its associated persons will not trade in a manipulative manner, in a way to harm clients, and/or in a way that violates insider trading policies.
- D. Plotkin Retirement Advisors is required to maintain a list of all securities holdings for its associated persons and develop procedures to supervise the trading activities of associated persons who have knowledge of your transactions and their related family accounts at least quarterly. Further, associated persons are prohibited from trading on non-public information or sharing such information.

**Prohibition on Use of Insider Information**

Plotkin Retirement Advisors has adopted policies and procedures to prevent the misuse of "insider" information (i.e. material, non-public information). A copy of such policies and procedures is available to any person upon request.

**Item 12 - BROKERAGE PRACTICES**

As previously stated, Advisory Representatives are registered representatives of IFG. As a result they are subject to FINRA Conduct Rule 3040 which restricts them from conducting securities

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transactions away from IFG unless IFG provides them with written authorization. IFG prohibits Plotkin Financial Advisors, LLC doing business as Plotkin Retirement Advisors from directing trades to another broker/dealer other than TD Ameritrade and Schwab Institutional division of Charles Schwab & Co., Inc. (“Schwab”). Additionally, Plotkin Financial Advisors, LLC doing business as Plotkin Retirement Advisors has access to Pershing through Advisory Representative’s relationship with IFG.

Plotkin Retirement Advisors does not maintain custody of Plan assets. Plan assets must be maintained in an account at a “qualified custodian,” generally a broker- dealer or bank.

Plotkin Financial Advisors, LLC recommends retail clients use Charles Schwab & Co., Inc. (Schwab), a registered broker-dealer, member SIPC, or TD Ameritrade Institutional. TD Ameritrade Institutional is a division of TD Ameritrade Inc., member FINRA/SIPC/NFA (“TD Ameritrade “), an unaffiliated SEC-registered broker-dealer and FINRA member, as the qualified custodians. We are independently owned and operated and are not affiliated with Schwab or TD Ameritrade. Schwab or TD Ameritrade will hold client assets in a brokerage account and buy and sell securities when we instruct them to. While we recommend that a retail client use Schwab or TD Ameritrade as custodian/broker, the client will decide whether to do so and will open an account with Schwab or TD Ameritrade by entering into an account agreement directly with them. Plotkin Financial Advisors, LLC does not open the account for retail clients, although we may assist them with paperwork required to establish an account. If a retail client does not wish to place assets with Schwab or TD Ameritrade, then we cannot provide management services.

Plotkin Financial Advisors, LLC is independently owned and operated and not affiliated with IFG, Pershing, Schwab or TD Ameritrade.

Not all investment advisers require clients to maintain accounts at a specific broker/dealer. Clients may maintain accounts at another broker/dealer and select a discount broker/dealer.

In initially selecting IFG, TD Ameritrade and Schwab, Plotkin Financial Advisors, LLC conducted due diligence. Plotkin Financial Advisors, LLC’ evaluation and criteria includes:

- Ability to service
- Staying power as a company
- Industry reputation
- Ability to report to the client and to Plotkin Financial Advisors, LLC
- Availability of an efficient trading platform
- Products and services available
- Technology resources
- Educational resources
- Execution capability
- Financial responsibility and viability
- Confidentiality and security of client information
- Responsiveness
- Other factors that may bear on the overall evaluation of best price and execution

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There is an incentive for Plotkin Financial Advisors, LLC and the Advisory Representatives to recommend a broker/dealer over another based on the products and services that will be received rather than a client's best interest.

### TD Ameritrade

TD Ameritrade offers to independent investment advisors services which include custody of securities, trade execution, clearance and settlement of transactions. Plotkin Financial Advisors, LLC receives some benefits from TD Ameritrade through its participation in the Program. (Please see the disclosure under Item 14. below.)

### Schwab

#### *Products and Services Available to Us From Schwab*

Schwab Advisor Services™ (formerly called Schwab Institutional®) is Schwab's business serving independent investment advisory firms like us. They provide us and our clients with access to its institutional brokerage—trading, custody, reporting, and related services—many of which are not typically available to Schwab retail customers. Schwab also makes available various support services. Some of those services help us manage or administer our clients' accounts, while others help us manage and grow our business. Schwab's support services generally are available on an unsolicited basis (we don't have to request them) and at no charge to us as long as our clients collectively maintain a total of at least \$10 million of their assets in accounts at Schwab. If our clients collectively have less than \$10 million in assets at Schwab, Schwab may charge us quarterly service fees of \$1,200. Following is a more detailed description of Schwab's support services:

#### *Services That Benefit the Client.*

Schwab's institutional brokerage services include access to a broad range of investment products, execution of securities transactions, and custody of client assets. The investment products available through Schwab include some to which we might not otherwise have access or that would require a significantly higher minimum initial investment by our clients. Schwab's services described in this paragraph generally benefit the client.

#### *Services That May Not Directly Benefit the Client.*

Schwab also makes available to us other products and services that benefit us but not directly benefit the client. These products and services assist us in managing and administering our clients' accounts. They include investment research, both Schwab's own and that of third parties. We use this research to service all or a substantial number of our clients' accounts, including accounts not maintained at Schwab. In addition to investment research, Schwab also makes available software and other technology that:

- Provide access to client account data (such as duplicate trade confirmations and account statements)
- Facilitate trade execution and allocate aggregated trade orders for multiple client accounts
- Provide pricing and other market data
- Facilitate payment of our fees from our clients' accounts
- Assist with back-office functions, recordkeeping, and client reporting

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### *Services That Generally Benefit Only Us.*

Schwab also offers other services intended to help us manage and further develop our business enterprise. These services include:

- Educational conferences and events
- Consulting on technology, compliance, legal, and business needs
- Publications and conferences on practice management and business succession
- Access to employee benefits providers, human capital consultants, and insurance providers

Schwab may provide some of these services itself. In other cases, it will arrange for third-party vendors to provide the services to us. Schwab may also discount or waive its fees for some of these services or pay all or a part of a third party's fees. Schwab may also provide us with other benefits, such as occasional business entertainment of our personnel.

### *Our Interest in Schwab's Services*

The availability of these services from Schwab benefits us because we do not have to produce or purchase them. We don't have to pay for Schwab's services so long as our clients collectively keep a total of at least \$10 million of their assets in accounts at Schwab. Beyond that, these services are not contingent upon us committing any specific amount of business to Schwab in trading commissions or assets in custody. The \$10 million minimum may give us an incentive to recommend that a client maintain their account with Schwab, based on our interest in receiving Schwab's services that benefit our business rather than based on a client's interest in receiving the best value in custody services and the most favorable execution of transactions. This is a potential conflict of interest. We believe, however, that our selection of Schwab as custodian and broker is in the best interests of our clients. Our selection is primarily supported by the scope, quality, and price of Schwab's services and not Schwab's services that benefit only us.

### Independent Financial Group, LLC

IFG has a wide range of approved securities products for which IFG performs due diligence prior to selection. IFG registered representatives are required to adhere to these products when implementing securities transactions through IFG. Commissions charged for these products may be higher or lower than commissions a client may be able to obtain if transactions were implemented through another broker/dealer. IFG also provides Advisory Representatives, and therefore Plotkin Financial Advisors, LLC, with back-office operational, technology, and other administrative support. Other services may include consulting, publications and conferences on practice management, information technology, business succession, regulatory compliance and marketing. Such services are intended to help Advisory Representatives and Plotkin Financial Advisors, LLC manage and further develop its business enterprise.

IFG and its clearing broker/dealer, Pershing, LLC, make available to Plotkin Financial Advisors, LLC other products and services that benefit Plotkin Financial Advisors, LLC but may not directly benefit a Client. Some of these other products and services assist Plotkin Financial Advisors, LLC with managing and administering client accounts. These include software and other technology that provide access to client account data (such as trade confirmation and account statements); facilitate trade execution; provide research, pricing information and other market data; and assist with back-office functions; recordkeeping and client reporting. Many of these services generally may be used to service all or a substantial number of Plotkin Financial Advisors, LLC' accounts, including

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accounts not held through IFG. Plotkin Financial Advisors, LLC receives a benefit because Plotkin Financial Advisors, LLC does not have to produce or pay for the research, products or services. Plotkin Financial Advisors, LLC may have an incentive to select or recommend a broker-dealer based on Plotkin Financial Advisors, LLC's interest in receiving the research or other products or services, rather than on our clients' interest in receiving most favorable execution.

### Block or Trade Aggregation

Due to the individual management of client accounts, we do not aggregate the purchase or sale of securities for various client accounts.

### **Item 13 - REVIEW OF ACCOUNTS**

- A. Plotkin Retirement Advisors' advisory services are limited to participant education. Plotkin Retirement Advisors will meet with Plan participants at a frequency as requested and/or established by the Plan. The Plan will advise Plotkin Retirement Advisors of the frequency of participant meetings and educational events.

The following individuals conduct reviews:

Ittai Dvir, Advisory Representative  
Shimshon Plotkin, Advisory Representative  
Erich Imphong, Advisory Representative

- B. Reviews are conducted with Plan participants on a voluntary basis.
- C. The Plan will be provided statements at least quarterly direct from the account custodian.

### **Item 14 - CLIENT REFERRALS AND OTHER COMPENSATION**

- A. Schwab  
Plotkin Financial Advisors, LLC receives an economic benefit from Schwab in the form of the support products and services it makes available to us and other independent investment advisors whose clients maintain their accounts at Schwab. These products and services, how they benefit us, and the related conflicts of interest are described above (see Item 12 – Brokerage Practices). The availability to us of Schwab's products and services is not based on us giving particular investment advice, such as buying particular securities for our clients.

#### TD Ameritrade

As disclosed under Item 12 above, Plotkin Financial Advisors, LLC participates in TD Ameritrade's institutional customer program and Plotkin Retirement Advisors recommends TD Ameritrade to Clients for custody and brokerage services. There is no direct link between Plotkin Financial Advisors, LLC's participation in the program and the investment advice it gives to its Clients, although Plotkin Financial Advisors, LLC receives economic benefits through its participation in the program that are typically not available to TD Ameritrade retail investors. These benefits include the following products and services (provided without cost or

## Plotkin Retirement Advisors

at a discount): receipt of duplicate Client statements and confirmations; research related products and tools; consulting services; access to a trading desk serving Plotkin Financial Advisors, LLC participants; access to block trading (which provides the ability to aggregate securities transactions for execution and then allocate the appropriate shares to Client accounts); the ability to have advisory fees deducted directly from Client accounts; access to an electronic communications network for Client order entry and account information; access to mutual funds with no transaction fees and to certain institutional money managers; and discounts on compliance, marketing, research, technology, and practice management products or services provided to Plotkin Financial Advisors, LLC by third party vendors. TD Ameritrade may also pay for business consulting and professional services received by Plotkin Financial Advisors, LLC' related persons. Some of the products and services made available by TD Ameritrade through the program benefit Plotkin Financial Advisors, LLC but do not benefit its Client accounts. These products or services assist Plotkin Financial Advisors, LLC in managing and administering Client accounts, including accounts not maintained at TD Ameritrade. Other services made available by TD Ameritrade are intended to help Plotkin Financial Advisors, LLC manage and further develop its business enterprise. The benefits received by Plotkin Financial Advisors, LLC or its personnel through participation in the program do not depend on the amount of brokerage transactions directed to TD Ameritrade. As part of its fiduciary duties to clients, Plotkin Financial Advisors, LLC endeavors at all time to put the interests of its clients first. Clients should be aware, however, that the receipt of economic benefits by Plotkin Financial Advisors, LLC or its related persons in and of itself creates a potential conflict of interest and indirectly influence Plotkin Financial Advisors, LLC choice of TD Ameritrade for custody and brokerage services.

### IFG

IFG offers incentives to attend certain conferences based on achieving production thresholds. There is no requirement to sell a certain product or amount of a specific product. Qualification for trips and conferences is based on overall production and meeting the production levels determined by IFG. If the thresholds are satisfied, IFG can cover certain travel and conference costs.

### Other Product Vendors

Product vendors recommended by Plotkin Financial Advisors, LLC can provide monetary and non-monetary assistance with client events, provide educational tools and resources. Plotkin Financial Advisors, LLC does not select products as a result of any monetary or non-monetary assistance. The selection of product that is in the client's best interest is first and foremost. Plotkin Financial Advisors, LLC's due diligence of a product does not take into consideration any assistance it receives. It is considered by regulators to be a conflict of interest for an investment adviser such as Plotkin Financial Advisors, LLC to receive monetary and/or non-monetary assistance from product vendors even if for the direct or indirect benefit of the investment adviser's clients.

Plotkin Financial Advisors, LLC has agreements with various alternative investment sponsors for exclusivity to offer alternative investment products to Israeli citizens. **Additionally, many of the alternative investment sponsors pay an a marketing allowance to advisory representatives who are registered representatives for any units of the programs**



**purchased by international investors. This is a conflict of interest. To help mitigate this conflict of interest, all sales of units of any alternative investment must flow through the broker/dealer with which the advisory representative is registered and the applications go through a suitability review.**

- B. Plotkin Retirement Advisors does not compensate individuals or entities for referrals to Plotkin Retirement Advisors.

### **Item 15 - CUSTODY**

Plotkin Retirement Advisors does not take custody of Plan cash, securities and/or assets. As referenced in Item 5, Plotkin Retirement Advisors' advisory fees are billed directly to the third party administrator and are not taken directly by Plotkin Retirement Advisors from Plan assets.

### **Item 16 - INVESTMENT DISCRETION**

Plotkin Retirement Advisors does not exercise discretion over Plan assets or a participants' account. The decision to replace a security vehicle or option remains with the Plan trustees. Plan participants decide and execute their own allocations.

### **Item 17 - VOTING CLIENT SECURITIES**

Plotkin Retirement Advisors does not vote your securities. Unless you suppress proxies, securities proxies will be sent directly to you by the account custodian or transfer agent. You may contact Plotkin Retirement Advisors about questions you may have and for options on how to vote the proxies. However, the voting and how you vote the proxies is solely your decision.

### **Item 18 - FINANCIAL INFORMATION**

- A. Plotkin Retirement Advisors will not require a Plan to prepay more than \$1200 and six or more months in advance of receiving the advisory service.
- B. Plotkin Retirement Advisors is financially stable. There is no financial condition that is likely to impair our ability to meet our contract actual commitment to you or any other client.
- C. Neither Plotkin Retirement Advisors nor any of its Advisory Representatives has ever been the subject of a bankruptcy petition.

Item 1  
**FORM ADV PART 2B  
BROCHURE SUPPLEMENT**

**Shimshon Plotkin, CFP®**  
**Plotkin Financial Advisors, LLC**  
**8401 Connecticut Avenue, Suite 400**  
**Chevy Chase, MD 20815**  
**P: 301-907-9790**  
**[www.pfallc.com](http://www.pfallc.com)**

May 2017

**This brochure supplement provides information about Shimshon Plotkin that supplements the Plotkin Financial Advisors, LLC brochure. You should have received a copy of that brochure. Please contact Sarah Hunt if you did not receive Plotkin Financial Advisors, LLC's brochure or if you have any questions about the contents of this supplement.**

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

## Shimshon Plotkin, CFP®

### Item 2 - Educational Background and Business Experience

Year of Birth: 1946

#### Education:

Name of School	Years Attended	Year Graduated	Degree
University of Texas	1967 to 1971	1971	B.S.E.E and B.S.M.E
Georgia Institute of Technology	1971 to 1974	1974	MS in Industrial Management

Certified Financial Planner (CFP®) Designation in 1999

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.

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 three 8-day testing windows. The exam is comprised of 170 multiple-choice questions, including stand-alone questions and sets of questions associated with short scenarios or more lengthy case histories.;
- Experience – Complete 6,000 hours of experience through the Standard Pathway, or 4,000 hours of experience through the Apprenticeship pathway that meets additional requirements. Qualifying experience may be acquired through a variety of activities and professional settings including personal delivery, supervision, direct support, indirect support or teaching.;
- 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.

*Business Background:*

Name of Employer	Type of Business	Title	Period of Employment
Plotkin Financial Advisors, LLC	Investment Adviser	Member, Advisory Representative	04/2003 to Present
Independent Financial Group, LLC	Broker/Dealer	Registered Representative	11/2011 to Present
SP Financial Advisors, Inc.	Consulting	President	03/2016
Pacific West Securities, Inc.	Broker/Dealer	Registered Representative	09/2006 to 10/2011
Cambridge Investment Research, Inc.	Broker/Dealer	Registered Representative	10/2005 to 09/2006

**Item 3 - Disciplinary Information**

Shimshon Plotkin is not subject to legal or disciplinary events that are material to a client or prospective client's evaluation of him or the services offered by him.

**Item 4 - Other Business Activities**

Shimshon Plotkin is dually registered as an advisory representative of Plotkin Financial Advisors, LLC ("PFA") and as a registered representative of Independent Financial Group, LLC, Inc, a registered broker/dealer, member of the Financial Industry Regulatory Authority and SIPC. Clients are under no obligation to purchase or sell securities through Shimshon Plotkin. Independent Financial Group, LLC and PFA are not affiliated. Shim is an independent contractor of Independent Financial Group, LLC.

Shim may recommend clients implement recommendations through Independent Financial Group, LLC. If the clients implement investment recommendations through Independent Financial Group, LLC, Shim may receive a commission. Additionally, as further disclosed in the Disclosure Brochure under the section entitled Brokerage Practices, Shim may receive trail compensation for investments directed through Independent Financial Group, LLC. Therefore, there is a conflict of interest to cause a client to direct certain securities business through Independent Financial Group, LLC.

Additionally, Shim is a licensed insurance agent. You are not obligated to purchase insurance or securities products through Shim. However, if you implement insurance recommendations through him, he will receive commissions. The insurance business is a minority of his business and the amount of income he receives from insurance business fluctuates depending on the amount of sales. You are advised there may be other insurance products and services available through other insurance professionals at a lower cost than those products available through Shim.

Shim is an indirect owner of Monarch Global Partners, LLC. Monarch Global Partners is a marketing company on behalf of First Trust for the purpose of marketing First Trust exchange traded funds to non-US citizens and primarily Israeli citizens. In return for marketing the First Trust exchange traded funds to non-US citizens, First Trust has agreement to pay Monarch Global Partners, LLC compensation based on a percentage of total sales. This is a conflict of interest to market First Trust exchange traded funds as a result of receipt of compensation based on the sales. This arrangement does not include sales of First Trust exchange traded funds in the United States.

It is important clients refer to the disclosures under Brokerage Practices in the Disclosure Brochure.

Shim is not actively engaged in any other investment-related business or occupation. Further, he is not actively engaged in any other business or occupation for compensation. “Actively engaged” is deemed to mean the business activity represents more than 10 percent of his time and income.

## **Item 5 - Additional Compensation**

Clients are advised the amount of commissions paid by Independent Financial Group, LLC to Shim can fluctuate based on his overall production. Therefore, the more business placed by Shim through Independent Financial Group, LLC can enable Shim to reach another threshold enabling him to earn a higher payout.

PFA has agreements with various alternative investment sponsors for exclusivity to offer alternative investment products to Israeli citizens. **Additionally, many of the alternative investment sponsors pay an incentive or bonus commission to advisory representatives who are registered representatives for any units of the programs purchased by international investors. This is a conflict of interest. To help mitigate this conflict of interest, all sales of units of any alternative investment must flow through the broker/dealer with which the advisory representative is registered and the applications go through a suitability review.**

## **Item 6 - Supervision**

Supervision and oversight of the activities conducted through PFA is conducted by Sarah Hunt, Chief Compliance Officer of PFA. Sarah Hunt can be contacted at 301-907-9790. Sarah Hunt has implemented written policies and procedures for conducting and overseeing advisory business and a code of ethics for PFA. All advisory representatives are required to attest to receipt and agreement to comply with the policies and procedures and code of ethics.

As stated in the Disclosure Brochure and as indicated above, Independent Financial Group, LLC will also oversee the securities business of Ittai. As a registered representative of Independent Financial Group, LLC, Ittai is subject to oversight by Independent Financial Group, LLC over all his securities activities and certain outside business activities. Such oversight includes review of Ittai's securities business to ensure he considers the client's best interests.

Item 1  
**FORM ADV PART 2B  
BROCHURE SUPPLEMENT**

**Ittai Dvir, CFP®**  
**Plotkin Financial Advisors, LLC**  
**8401 Connecticut Avenue, Suite 400**  
**Chevy Chase, MD 20815**  
**P: 301-907-9790**  
**[www.pfallc.com](http://www.pfallc.com)**

**May 2017**

**This brochure supplement provides information about Ittai Dvir that supplements the Plotkin Financial Advisors, LLC brochure. You should have received a copy of that brochure. Please contact Sarah Hunt if you did not receive Plotkin Financial Advisors, LLC's brochure or if you have any questions about the contents of this supplement.**

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

## Ittai Dvir, CFP®

### Item 2 - Educational Background and Business Experience

Year of Birth: 1977

#### Education:

Name of School	Years Attended	Year Graduated	Degree
Towson University	2002 to 2005	2005	BS in Finance

Certified Financial Planner (CFP®) Designation in 2012

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.

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 three 8-day testing windows. The exam is comprised of 170 multiple-choice questions, including stand-alone questions and sets of questions associated with short scenarios or more lengthy case histories.;
- Experience – Complete 6,000 hours of experience through the Standard Pathway, or 4,000 hours of experience through the Apprenticeship pathway that meets additional requirements. Qualifying experience may be acquired through a variety of activities and professional settings including personal delivery, supervision, direct support, indirect support or teaching.;
- 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.



*Business Background:*

Name of Employer	Type of Business	Title	Period of Employment
Plotkin Financial Advisors, LLC	Investment Adviser	Advisory Representative	06/2009 to Present
Independent Financial Group, LLC	Broker/Dealer	Registered Representative	11/2011 to Present
ID Financial Advisors, Inc.	Consulting	President	08/2014 to Present
Pacific West Securities, Inc.	Broker/Dealer	Registered Representative	06/2009 to 10/2011
E*Trade Financial	Financial Services	Junior Portfolio Manager	09/2005 to 04/2009

**Item 3 - Disciplinary Information**

Ittai Dvir is not subject to legal or disciplinary events that are material to a client or prospective client's evaluation of him or the services offered by him.

**Item 4 - Other Business Activities**

Ittai Dvir is dually registered as an advisory representative of Plotkin Financial Advisors, LLC ("PFA") and as a registered representative of Independent Financial Group, LLC, a registered broker/dealer, member of the Financial Industry Regulatory Authority and SIPC. Clients are under no obligation to purchase or sell securities through Ittai Dvir. Independent Financial Group, LLC and PFA are not affiliated. Ittai is an independent contractor of Independent Financial Group, LLC.

Ittai may recommend clients implement recommendations through Independent Financial Group, LLC. If the clients implement investment recommendations through Independent Financial Group, LLC, Ittai may receive a commission. Additionally, as further disclosed in the Disclosure Brochure under the section entitled Brokerage Practices, Ittai may receive trail compensation for investments directed through Independent Financial Group, LLC. Therefore, there is a conflict of interest to cause a client to direct certain securities business through Independent Financial Group, LLC.

Ittai is an indirect owner of Monarch Global Partners, LLC. Monarch Global Partners is a marketing company on behalf of First Trust for the purpose of marketing First Trust exchange traded funds to non-US citizens and primarily Israeli citizens. In return for marketing the First Trust exchange traded funds to non-US citizens, First Trust has agreement to pay Monarch Global Partners, LLC compensation based on a percentage of total sales. This is a conflict of interest to market First Trust exchange traded funds as a result of receipt of compensation based on the sales. This arrangement does not include sales of First Trust exchange traded funds in the United States.

It is important clients refer to the disclosures under Brokerage Practices in the Disclosure Brochure.

Ittai is not actively engaged in any other investment-related business or occupation. Further, he is not actively engaged in any other business or occupation for compensation. "Actively engaged" is deemed to mean the business activity represents less than 10 percent of his time and income.

**Item 5 - Additional Compensation**

Clients are advised the amount of commissions paid by Independent Financial Group, LLC to Ittai can fluctuate based on his overall production. Therefore, the more business placed by Ittai through Independent Financial Group, LLC can enable Ittai to reach another threshold enabling him to earn a higher payout.

PFA has agreements with various alternative investment sponsors for exclusivity to offer alternative investment products to Israeli citizens. **Additionally, many of the alternative investment sponsors pay an incentive or bonus commission to advisory representatives who are registered representatives for any units of the programs purchased by international investors. This is a conflict of interest. To help mitigate this conflict of interest, all sales of units of any alternative investment must flow through the broker/dealer with which the advisory representative is registered and the applications go through a suitability review.**

### **Item 6 - Supervision**

Supervision and oversight of the activities conducted through PFA is conducted by Sarah Hunt, Chief Compliance Officer of PFA. Sarah Hunt can be contacted at 301-907-9790. Sarah Hunt has implemented written policies and procedures for conducting and overseeing advisory business and a code of ethics for PFA. All advisory representatives are required to attest to receipt and agreement to comply with the policies and procedures and code of ethics.

As stated in the Disclosure Brochure and as indicated above, Independent Financial Group, LLC will also oversee the securities business of Ittai. As a registered representative of Independent Financial Group, LLC, Ittai is subject to oversight by Independent Financial Group, LLC over all his securities activities and certain outside business activities. Such oversight includes review of Ittai's securities business to ensure he considers the client's best interests.

Item 1  
**FORM ADV PART 2B  
BROCHURE SUPPLEMENT**

**Erich Imphong, CFP®  
Plotkin Financial Advisors, LLC  
8401 Connecticut Avenue, Suite 400  
Chevy Chase, MD 20815  
P: 301-907-9790  
[www.pfallc.com](http://www.pfallc.com)**

**March 2017**

**This brochure supplement provides information about Erich Imphong that supplements the Plotkin Financial Advisors, LLC brochure. You should have received a copy of that brochure. Please contact Sarah Hunt if you did not receive Plotkin Financial Advisors, LLC's brochure or if you have any questions about the contents of this supplement.**

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

## Erich Imphong, CFP®

### Item 2 - Educational Background and Business Experience

Year of Birth: 1983

#### Education:

Name of School	Years Attended	Year Graduated	Degree
Davidson College	2002-2003		
Catholic University	2004-2006	2006	B.S. Arts & Science
Loyola University	2011-2014	2014	MSF Finance

Certified Financial Planner (CFP®) Designation in 2012

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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.

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.

*Business Background:*

Name of Employer	Type of Business	Title	Period of Employment
Plotkin Financial Advisors, LLC	Investment Adviser	Advisory Representative	08/2016 to Present
Geier Asset Management	Investment Adviser	Advisory Representative	05/2006 to 07/2016
Triad Advisors, Inc.	Broker/Dealer	Registered Representative	09/2006 to 12/2010

**Item 3 - Disciplinary Information**

Erich Imphong is not subject to legal or disciplinary events that are material to a client or prospective client's evaluation of him or the services offered by him.

**Item 4 - Other Business Activities**

Erich Imphong is dually registered as an advisory representative of Plotkin Financial Advisors, LLC ("PFA") and as a registered representative of Independent Financial Group, LLC, Inc, a registered broker/dealer, member of the Financial Industry Regulatory Authority and SIPC. Clients are under no obligation to purchase or sell securities through Erich Imphong. Independent Financial Group, LLC and PFA are not affiliated. Erich is an independent contractor of Independent Financial Group, LLC.

Erich may recommend clients implement recommendations through Independent Financial Group, LLC. If the clients implement investment recommendations through Independent Financial Group, LLC, Erich may receive a commission. Additionally, as further disclosed in the Disclosure Brochure under the section entitled Brokerage Practices, Erich may receive trail compensation for investments directed through Independent Financial Group, LLC. Therefore, there is a conflict of interest to cause a client to direct certain securities business through Independent Financial Group, LLC.

Erich is not actively engaged in any other investment-related business or occupation. Further, he is not actively engaged in any other business or occupation for compensation. "Actively engaged" is deemed to mean the business activity represents less than 10 percent of his time and income.

**Item 5 - Additional Compensation**

Clients are advised the amount of commissions paid by Independent Financial Group, LLC to Erich can fluctuate based on his overall production. Therefore, the more business placed by Erich through Independent Financial Group, LLC can enable Erich to reach another threshold enabling him to earn a higher payout.

**Item 6 - Supervision**

Supervision and oversight of the activities conducted through PFA is conducted by Sarah Hunt, Chief Compliance Officer of PFA. Sarah Hunt can be contacted at 301-907-9790. Sarah Hunt has implemented written policies and procedures for conducting and overseeing advisory business and a code of ethics for PFA. All advisory representatives are required to attest to receipt and agreement to comply with the policies and procedures and code of ethics.

As stated in the Disclosure Brochure and as indicated above, Independent Financial Group, LLC will also oversee the securities business of Erich. As a registered representative of Independent Financial Group, LLC, Erich is subject to oversight by Independent Financial Group, LLC over all his securities activities and certain outside business activities. Such oversight includes review of Erich's securities business to ensure he considers the client's best interests.