

Good Financial Advisors

Registered Investment Advisor in the State of Illinois

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Form ADV Part 2
Advisory Brochure
March 11, 2020

This brochure provides clients and prospective clients with information about the qualifications and business practices of Good Financial Advisors. The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission (SEC) or by any state securities authority. Registration of an investment advisor does not imply a certain level of skill or training.

If you have questions about the contents of this brochure, please contact us at 309-661-1375 and/or info@goodfinancialadvisors.com. Additional information about Good Financial Advisors is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2: Material Changes

The firm has amended its brochure from the previous version (dated March 21, 2019) to include the following change:

Effective April 1, 2019, Project Fees are based on an hourly rate of \$200 (reference item 5 on page 1)

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Item 4: Advisory Business

Good Financial Advisors was established in 2007 by Garry Good, Principal and sole-owner of the firm.

We provide financial planning and investment advisory services. Advice may cover a broad range of topics or focus on specific issues, depending on client need. Approximately 50% of our client service activity involves the delivery of financial planning, including advice on cash flow planning, debt management, insurance needs, tax planning, college funding and estate planning. Approximately 50% of our business involves the delivery of investment advice, including recommendations on asset allocation, investment selection and review of existing portfolios.

We conduct a complimentary interview with each prospective client to determine, by mutual agreement, the scope of services to be provided.

Engagements terminate upon delivery of advice to the client. We do not manage assets or provide on-going or automatic reviews. Periodic financial reviews are encouraged. Client is responsible for initiating these reviews.

Item 5: Fees and Compensation

Project Fees are estimated in advance, based on an hourly rate of \$200, the scope of services to be provided, and the time anticipated to perform the work.

If a (minimum-maximum) fee range is quoted, the final invoice is based on actual project time, but the client is never charged more than the quoted maximum.

Project fees are dependent upon each client's unique situation. The complexity of a project is influenced by many factors, such as family size, number of documents to be reviewed, number of existing investment accounts and/or specific securities to be analyzed, and the existence of unique or complicating circumstances.

Discounted fees are negotiable at the sole discretion of Good Financial Advisors.

Deposit and Payment Schedule

Good Financial Advisors requires a deposit, the lesser of \$500 or one-half of the estimated fee. The balance is due and payable immediately upon presentation of the plan or advice to the client. We do not collect fees for services to be performed more than 6-months in advance.

Other Costs

Fees paid to Good Financial Advisors for financial planning and advisory services are completely separate from the fees and expenses charged by mutual fund companies and their portfolio managers. A complete explanation of these fees and expenses are provided in each fund's prospectus. Clients are encouraged to read the prospectus before investing.

Clients may also incur transaction costs or administration fees from broker/dealers, trust companies or other service providers. Clients are encouraged to obtain a complete schedule of these fees from the service provider prior to entering into any engagement. We do not receive any portion of these additional fees. Our only compensation is in the form of hourly fees paid directly by the client.

Termination of Services

Either party may terminate an engagement upon written notice within 5-days of signing the service agreement, at which time no fees are due. If the client terminates the engagement after this date, they will be invoiced for any work already done.

Item 6: Performance-Based Fees and Side-By-Side Management

Good Financial Advisors does not charge "performance-based" fees. We do not provide ongoing investment management service, so issues related to side-by-side management are not applicable.

Item 7: Types of Clients

Good Financial Advisors provides services primarily to individuals and families. We do not impose financial conditions, such as minimum income or net worth requirements, as barriers to engaging our services.

Item 8: Methods of Analysis, Investment Strategies and Risk of Loss**Analysis Methodology**

If Good Financial Advisors is engaged to provide investment advice, we collect client information and conduct a personal interview to gain a thorough understanding of the client's current financial situation. During these discussions we work to discover the client's concerns, short and long-term goals and priorities. We assess the client's financial capacity and personal tolerance for risk. After collecting and organizing all client data, we perform the appropriate analysis, conduct any additional research required, and develop a plan to help the client achieve their financial objectives.

Investment Strategies

Good Financial Advisors employs fundamental, long-term, buy-and-hold investment strategies. We believe asset allocation is the primary factor in long-term investment success. We work to construct a well-diversified portfolio that will produce returns sufficient to achieve client's goals, without exposing the client to more risk than necessary.

Our recommendations are based on publicly available reports, analysis, research materials, computerized asset allocation models, and various subscription services.

Risk of Loss

While we believe our strategies and investment recommendations are sound, we cannot guarantee any investment objective will be achieved. Investing in securities involves risk of loss which the client should be prepared to bear. These risks include market risk, interest rate risk, political risk, currency (foreign-exchange) risk, default risk, liquidity risk, interest rate risk, currency risk and political risk.

Item 9: Disciplinary Information

Good Financial Advisors has not been the subject of any legal or disciplinary event pursuant to the Investment Advisors Act or similar state statute.

Item 10: Other Financial Industry Activities and Affiliations

Good Financial Advisors is not affiliated with any other financial industry entity in a manner which creates material conflicts of interest with our clients. We will disclose to the client, prior to and throughout the term of an engagement, any known conflicts of interests which might compromise our impartiality or independence.

Good Financial Advisors is a member of The Garrett Planning Network, a nationwide network of professional, fee-only financial advisors. This group of independent financial planners support each other through the sharing of technical, operational and marketing information. We pay an annual membership fee for services that include training, compliance and operational support to enhance our ability to provide quality service to our clients.

Item 11: Code of Ethics, Participation or Interest in Client Transactions and Personal Trading

Code of Ethics

We have adopted the following Code of Ethics, derived from the Certified Financial Planner Board's Code of Ethics. Our guiding principles include:

1. **Integrity**
We will provide professional services with integrity. Integrity demands honesty and candor which must not be subordinated to personal gain.
2. **Objectivity**
We will provide professional services objectively. Objectivity requires intellectual honesty and impartiality.
3. **Competence**
We will maintain the knowledge and skill necessary to provide professional services competently. Competence means attaining and maintaining an adequate level of knowledge and skill, and effective application of that knowledge and skill in providing services to clients. Competence includes the wisdom to recognize the limitations of that knowledge and when consultation with other professionals is appropriate.
4. **Fairness**
We will be fair and reasonable in all professional relationships. Fairness requires impartiality, intellectual honesty and disclosure of material conflicts of interest. Fairness is treating others in the same fashion that you would want to be treated.
5. **Confidentiality**
We will protect the confidentiality of all client information. Confidentiality means ensuring that information is accessible only to those authorized to have access.
6. **Professionalism**
We will demonstrate exemplary professional conduct. Professionalism requires behaving with dignity and courtesy to clients, fellow professionals, and others in business-related activities.
7. **Diligence**
We will provide professional services diligently. Diligence is the delivery of services in a reasonably prompt and thorough manner, including the proper planning for, and supervision of, the rendering of professional services.

We embrace and adhere to the **NAPFA Fiduciary Oath**:

The advisor shall exercise his/her best efforts to act in good faith and in the best interests of the client. The advisor shall provide written disclosure to the client prior to the engagement, and thereafter throughout the term of the engagement, of any conflicts of interest, which will or reasonably may compromise the impartiality or independence of the advisor.

The advisor, or any party in which the advisor has a financial interest, does not receive any compensation or other remuneration that is contingent on any client's purchase or sale of a financial product. The advisor does not receive a fee or compensation from another party based on the referral of a client or the client's business.

Following the **NAPFA Fiduciary Oath** means:

- We will always act in good faith and candor
- We will be proactive in disclosure of any conflicts of interest that may impact a client
- We will not accept referral fees or compensation contingent upon the purchase or sale of a financial product

Privacy Policy

We respect the privacy of our clients. We are entrusted with private, personal financial information, and we handle such information carefully in accordance with the following policy.

In the regular course of business, we may collect non-public client information from sources such as:

- Information reported by clients on questionnaires or other forms
- Conversations between clients and the firm's representatives
- Information from third parties

We do not disclose personal financial information about our clients to any person or entity, with the following exceptions:

- When required to provide the services our clients have requested
- When our clients have specifically authorized us to do so in writing
- When permitted or required by law

Within our company, we restrict access to clients' personal financial information to the employees who need to know that information. To ensure security and confidentiality, we maintain physical, electronic, and procedural safeguards to protect the privacy of our clients.

Personally identifiable information about our clients will be maintained during the time they are clients, and for the period of time that such records are required to be maintained by federal and state securities laws, and consistent with the CFP® Board Code of Ethics. After that time, the information may be destroyed.

We will provide our Privacy Notice annually, in writing. Former clients will not receive these notifications, but the other provisions of our privacy policy will still apply.

Participation or Interest in Client Transactions

We do not recommend to a client any security in which the firm or a related party has a material financial interest.

Employees are prohibited from borrowing from or lending to a client, unless that client is an approved financial institution or is an immediate family member. In such instances, authorization for the loan must be granted in advance and documented in writing.

Personal Trading

We may invest in securities that are also recommended to clients. At times, we may execute personal securities transactions which differ in nature or timing to recommendations made to clients. At no time, do we engage in personal trading activity which could materially interfere with the best interests of any client.

Item 12: Brokerage Practices

Good Financial Advisors is not affiliated with any bank, custodian or brokerage firm. Generally, we make investment recommendations based on client's choice of broker or account custodian. When appropriate, we may recommend the services of a provider, based on client need, overall cost and ease of use.

We restrict non-cash (soft dollar) compensation to products and services that directly enhance our ability to render quality advice and service to all clients. We receive no compensation based upon client use of a recommended brokerage firm or other service provider.

Item 13: Review of Accounts

Good Financial Advisors does not provide continuous monitoring and rebalancing of client accounts or portfolios. Periodic reviews are recommended. It is the client's responsibility to initiate these reviews.

Item 14: Client Referrals and Other Compensation

Good Financial Advisors does not pay or receive any fees for client referrals.

Item 15: Custody

Good Financial Advisors does not take custody of client cash, bank accounts or securities. The client's accounts are maintained by unaffiliated, qualified custodians, such as banks, brokerage firms, mutual fund companies and transfer agents.

We do not request, or accept, access information (*such* as username and/or password) to client accounts. We will not act as trustee for, or have full power of attorney over, a client account, unless as a co-trustee of an immediate or incompetent family member.

Item 16: Investment Discretion

Good Financial Advisors does not provide discretionary investment management services.

Item 17: Voting Client Securities

Good Financial Advisors does not vote client proxies. The client maintains responsibility for directing the manner in which proxies solicited by issuers of securities are voted, as well as making all other elections relative to mergers, acquisitions, tender offers or other events pertaining to the client's investments.

Item 18: Financial Information

Due to the nature of our services, an audited balance sheet is not required.

Item 19: Requirements for State Registered Advisors

All information required by this section is provided elsewhere in this brochure or does not apply.

Business Continuity Plan

Our firm maintains a business continuity plan to ensure appropriate response to events that pose a significant disruption to our operations. A statement concerning our current plan is available upon request.

Part 2A Appendix 1 – Wrap Fee Program Brochure (Not Applicable)

Good Financial Advisors does not sponsor a wrap fee program.

ADV Part 2B - Brochure Supplement (Advisory Personnel)

March 11, 2020

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This document provides information about Garry Good that supplements the Good Financial Advisors brochure. Please contact Garry Good at 309-661-1375 to receive a copy of the Advisor's brochure or if you have questions about the contents of this supplement. Additional information about Garry Good is available on the SEC's website: www.adviserinfo.sec.gov

Educational Background and Business Experience

Name: Garry R. Good, CFP® (Born 1953)

Education:

- Certificate in Financial Planning, Boston University (2007)
- Masters in Business Administration, Illinois State University (2005)
- Bachelor of Science in Agricultural Engineering, Purdue University (1975)

Business Experience:

- Good Financial Advisors, Principal; Bloomington, IL (2007 to Present)
- CNH America, Engineering Program Manager; Goodfield, IL (1993 to 2006)

Professional Associations

- Member, The Garrett Planning Network
- NAPFA Registered Financial Advisor
- Member, Financial Planning Association (FPA)

Examinations and Professional Designations

- Series 65 - Uniform Investment Advisor Law Examination
- CERTIFIED FINANCIAL PLANNER™ professional

The CFP® marks identify individuals who have met the rigorous experience and ethical requirements of the CFP Board, have successfully completed financial planning coursework and have passed the CFP® Certification Examination. CFP® certificants also agree to ongoing continuing education requirements and to uphold CFP Board's *Code of Ethics and Professional Responsibility, Rules of Conduct and Financial Planning Practice Standards*.

Disciplinary Information

Employee has no disciplinary history.

Other Business Activities

Employee is not engaged in any other investment related business activity.

Additional Compensation

The only economic benefit received for providing advisory services are from fees paid by the client.

Supervision

Garry Good serves the firm in multiple capacities; Principal, Compliance Officer, Financial Planner and Investment Adviser Representative. Although, the lack of segregation of organizational duties may potentially create conflicts of interest, we employ policies and procedures to ensure timely and accurate recordkeeping and supervision, including the outsourcing of certain activities when necessary.

Questions relative to the firm, staff, services, or this document may be directed to the Attention of Garry Good at 309-661-1375 or Garry@GoodFinancialAdvisors.com