



# ELLIS FINANCIAL PLANNING

## FORM ADV PART 2B

October 2024



### Item 1 - Cover Page

## ERIC EDWARD ELLIS

Good Steward Wealth Advisers  
doing business as Ellis Financial Planning

 2681 Townsend Ct.  
Clarksville, TN 37043

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 eric@retireconfident.com

 www.retireconfident.com

### Item 2 - Educational Background & Business Experience

Eric Edward Ellis  
Year of Birth: 1983



Bachelor of Business Administration in  
Finance, Austin Peay State University  
MAY 2005



Good Steward Wealth Advisers  
Investment Adviser Representative  
OCT. 2024 - PRESENT

Raymond James Financial Services, Inc.  
Financial Advisor  
FEB. 2014 - OCT. 2024

Raymond James Financial Services  
Advisors, Inc.  
Investment Adviser Representative  
MAY. 2015 - OCT. 2024

Ellis & Company Retirement Strategists  
Advisor for support company  
FEB. 2014 - PRESENT

This brochure supplement provides information about Eric Edward Ellis (CRD #5314879) as a supplement to the Good Steward Wealth Advisers disclosure brochure. You should have received a copy of the Good Steward Wealth Advisers disclosure brochure that describes the financial planning services and asset management services offered through Good Steward Wealth Advisers, a registered investment adviser registered with the U.S. Securities and Exchange Commission.

Please contact Good Steward Wealth Advisers at the telephone listed here if you did not receive the Good Steward Wealth Advisor's brochure or if you have any questions about the contents of the supplement. Additional information about Eric Edward Ellis is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

### **Item 3 - Disciplinary Information**

Mr. Ellis has no legal or disciplinary events required to be disclosed in response to this item. There may be items that are contained on [brokercheck.finra.org](http://brokercheck.finra.org) or [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) that you may wish to review and consider in your evaluation of your advisor's background.

### **Item 4 - Other Business Activities**

Ellis & Company - Officer/Secretary

### **Item 5 - Additional Compensation**

Your Advisor is separately licensed as an independent insurance agent. In this capacity, he can effect transactions in insurance products for his clients and earn commissions for these activities. The fees you pay our firm for advisory services are separate and distinct from the commissions earned by your advisor for insurance related activities. This presents a conflict of interest because your advisor may have an incentive to recommend insurance products to you for the purpose of generating commissions rather than solely based on your needs. However, you are under no obligation, contractually or otherwise, to purchase insurance products through any person affiliated with our firm.

### **Item 6 - Supervision**

Good Steward Wealth Advisors, LLC. maintains a supervisory structure and system reasonably designed to prevent violations of the Investment Advisors Act of 1940. Your financial advisor's securities-related activities are supervised by an individual registered as a principal in accordance with FINRA and SEC regulations. In addition, compliance staff uses tools that monitor the advisory services provided by your financial advisor, for example, with respect to asset allocation, concentration, and account activity. Sonia Goforth, Chief Compliance Officer at Good Steward Wealth Advisors, is responsible for administering the Good Steward Advisors policies and procedures for investment advisory activities and for regularly evaluating their effectiveness. Contact Sonia Goforth at 502-540-2593.



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