



# ELLIS FINANCIAL PLANNING

## FORM ADV PART 2B

October 2024



### Item 1 - Cover Page

## KATHY BARLAR ELLIS

Good Steward Wealth Advisers  
doing business as Ellis Financial Planning

 2681 Townsend Ct.  
Clarksville, TN 37043

 +931-905-0050

 kathy@retireconfident.com

 www.retireconfident.com

### Item 2 - Educational Background & Business Experience

Kathy Barlar Ellis  
Year of Birth: 1961



CERTIFIED FINANCIAL PLANNER™ (CFP®)  
Designation  
SEPT. 2006



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

Raymond James Financial Services, Inc.  
Branch Manager/Financial Advisor  
OCT. 1999 - OCT. 2024

Raymond James Financial Services  
Advisors, Inc.  
Investment Adviser Representative  
JAN. 2009 - OCT. 2024

Ellis & Company Retirement Strategists  
Support Company Owner  
OCT. 1999 - PRESENT

This brochure supplement provides information about Kathy Barlar Ellis (CRD #2537108) 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 Kathy Barlar Ellis is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## **Item 2 - Educational Background & Business Experience (continued)**

Business Designations

### **CERTIFIED FINANCIAL PLANNER™ PROFESSIONAL (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. To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements: a) complete an advanced college-level course of study addressing the financial planning subject areas including insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning; b) pass the comprehensive CFP® Certification Examination (10 hours over a two-day period); c) complete at least three years of full-time financial planning- related experience (or the equivalent, measured as 2,000 hours per year); d) agree to be bound by CFP Board's Standards of Professional Conduct; e) complete 30 hours of continuing education hours every two years; and f) renew an agreement to be bound by the Standards of Professional Conduct.

## **Item 3 - Disciplinary Information**

Mrs. 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**

Rental/Real Estate - Owner

## **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.



**ELLIS FINANCIAL PLANNING**