

JAMES M. JONES, CFP®  
WILLAMETTE FINANCIAL ADVISORS, LLC

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[www.willamettefinancialadvisors.com](http://www.willamettefinancialadvisors.com)  
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This Brochure Supplement provides information about James M. Jones, CFP® with Willamette Financial Advisors, LLC (“WFA”) that supplements the Willamette Financial Advisors, LLC Brochure. You should have received a copy of that Brochure. Please contact James M. Jones, CFP® at (503) 747-0306 or [jimj@wfinadv.com](mailto:jimj@wfinadv.com) if you did not receive WFA’s Brochure, or if you have any questions about the contents of this Brochure Supplement.

Additional information about James M. Jones, CRD # 2070022, is available on the SEC’s website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## Item 2 Educational Background and Business Experience

### James M. Jones, CFP®

Year of Birth: 1968

#### Education

Bachelor of Science in Economics and Finance, University of Wisconsin-Madison, 1990

#### Business Background

|                   |   |
|-------------------|---|
| 1/2015 to Present | Member – Manager / Chief Compliance Officer / Investment Advisor Representative<br>Willamette Financial Advisors, LLC |
| 1/2015 to 12/2017 | Registered Representative<br>Centaurus Financial, Inc.  |
| 1/2013 to 12/2014 | Investment Advisor Representative &<br>Registered Representative<br>SagePoint Financial, Inc.                         |
| 3/2010 to 12/2012 | Registered Representative<br>KMS Financial Services, Inc.   |
| 5/2009 to 12/2012 | Consultant<br>Sage Money Management   |
| 1/2006 to 4/2009  | Chief Financial Officer/President<br>Fizzy Fruit Company  |
| 8/2003 to 1/2006  | Investment Advisor Representative<br>KMS Financial Services, Inc.   |
| 6/2003 to 1/2006  | Registered Representative<br>KMS Financial Services, Inc.   |

#### Industry Examinations and Professional Designations

Mr. Jones has previously taken and passed the following industry examinations:

|                  |   |
|------------------|---|
| FINRA Series 6:  | Investment Company Products/Variable Contracts Rep. Examination |
| FINRA Series 7:  | General Securities Representative Examination                   |
| FINRA Series 63: | Uniform Securities Agent State Law Examination                  |
| FINRA Series 66: | Uniform Combined State Law Examination                          |

Mr. Jones also holds the following insurance licenses:

Life & Health & Disability Insurance License (Oregon, Minnesota)

**CERTIFIED FINANCIAL PLANNER™, CFP®** and federally registered CFP (with a 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 are 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 the 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 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 the CFP Board’s enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

### **Item 3 Disciplinary Information**

Mr. Jones has not been subject to any legal or disciplinary proceedings which would be considered material (or otherwise) to a Client’s evaluation of him or any of the services he provides.

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

James M. Jones is licensed as an insurance agent, is appointed with multiple insurance carriers, and engages in the business of selling insurance products on behalf of WFA. In those situations when it is suitable and appropriate to meet a Client’s insurance needs, WFA may place life, health and disability insurance contracts for Clients. Mr. Jones holds insurance licenses in the states of Oregon and Minnesota.

### **Item 5 Additional Compensation**

When Mr. Jones acts in the capacity of an insurance agent, he may participate in and receive the usual and customary commissions or fees on the sale of insurance products which the Client purchases.

Because the receipt of commissions or fees by Mr. Jones presents a conflict of interest, Clients are informed that they are under no obligation to use Mr. Jones (or any individual associated with WFA) for insurance products or services, or any other business activities. Clients may use any insurance agent they choose.

Please also see Items 5, 10, 12 and 14 of Form ADV Part 2A.

### **Item 6 Supervision**

Dr. Ronald A. Barry and Mr. James M. Jones, Managing Members of Willamette Financial Advisors, LLC, have oversight responsibility for all services and advice provided to Clients of WFA. Mr. Jones and Dr. Barry are also responsible for the overall compliance policies and procedures of the firm.