

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

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www.willamettefinancialadvisors.com
www.wfinadv.com

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 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.

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

1/2023 to Present	Member – Manager / Chief Compliance Officer / Chief Financial Officer Investment / Advisor Representative Willamette Financial Advisors, LLC
1/2015 to 12/2022	Member – Manager / Chief Compliance Officer / Investment Advisor Representative Willamette Financial Advisors, LLC
1/2015 to 12/2017	Registered Representative Centaurus Financial, Inc.
1/2013 to 12/2014	Investment Advisor Representative & Registered Representative SagePoint Financial, Inc.
3/2010 to 12/2012	Registered Representative KMS Financial Services, Inc.
5/2009 to 12/2012	Consultant Sage Money Management
1/2006 to 4/2009	Chief Financial Officer/President Fizzy Fruit Company
8/2003 to 1/2006	Investment Advisor Representative KMS Financial Services, Inc.
6/2003 to 1/2006	Registered Representative KMS Financial Services, Inc.

Industry Examinations

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

NASAA Series 63: Uniform Securities Agent State Law Examination
NASAA Series 66: Uniform Combined State Law Examination

Mr. Jones also holds the following insurance licenses:
Life & Health & Disability Insurance License (Oregon)

Professional Designations

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.

Mr. Jones completed the requirements that were in effect at the time of his certification. Currently, 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 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 – (1) Complete at least three years (at least 6,000 hours) of full-time financial planning-related experience or (2) complete at least two years (at least 4,000 hours) of full-time financial planning-related experience while under the supervision of a CFP® professional; and
- Ethics – Agree to be bound by the CFP Board’s *Code of Ethics and Standards of 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 Conduct*, to maintain competence and keep up with developments in the financial planning field; and
- Ethics – Renew an agreement to be bound by the *Code of Ethics and Standards of 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.