

This brochure supplement provides information about Robert Wesley Shannon that supplements the SJK Financial Planning, L.L.C. brochure. You should have received a copy of that brochure. Please contact Robert Wesley Shannon if you did not receive SJK Financial Planning, L.L.C.'s brochure or if you have any questions about the contents of this supplement.

Additional information about Robert Wesley Shannon is also available on the SEC's website at www.adviserinfo.sec.gov.

SJK Financial Planning, L.L.C.

Form ADV Part 2B – Individual Disclosure Brochure

for

Robert Wesley Shannon

Personal CRD Number: 1673397

Investment Adviser Representative

SJK Financial Planning, L.L.C.
1845 Precinct Line Road Suite 101
Hurst, TX 76054
(817) 228-4737
rws@sjkfinancialplanning.com

UPDATED: 10/08/2014

Item 2: Educational Background and Business Experience

Name: Robert Wesley Shannon

Born: 1962

Educational Background and Professional Designations:

Education:

Bachelors Business Administration Financial Services, The University of North Texas - 2013

Designations:

CFP® - Certified Financial Planner

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. Currently, more than 62,000 individuals have obtained CFP® certification in the United States.

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 as 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 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 in order to maintain the right to continue to use the CFP® marks:

- i. 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
- ii. 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 CFP Board’s enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

Business Background:

12/2014 - Present	Investment Adviser Representative SJK Financial Planning, L.L.C.
07/2006 – 12/2014	Financial Planner Signator Financial Services, Inc.
07/2006 – Present	Agent Texas American Insurers
07/2006 – 11/2014	Registered Representative Symetra Investment Services, Inc.
04/1991 - 07/2006	Insurance Agent/Financial Planner Red Oak Financial Services, Inc.

Item 3: Disciplinary Information

There are no legal or disciplinary events that are material to a client’s or prospective client’s evaluation of this advisory business.

Item 4: Other Business Activities

Robert Wesley Shannon is a licensed insurance agent. From time to time, he will offer clients advice or products from this activity. Clients should be aware that these services pay a commission and involve a possible conflict of interest, as commissionable products can conflict

with the fiduciary duties of a registered investment adviser. SJK Financial Planning, L.L.C. always acts in the best interest of the client; including in the sale of commissionable products to advisory clients. Clients are in no way required to implement the plan through any representative of SJK Financial Planning, L.L.C. in their capacity as a licensed insurance agent.

Item 5: Additional Compensation

Robert Wesley Shannon does not receive any economic benefit from any person, company, or organization, other than SJK Financial Planning, L.L.C. in exchange for providing clients advisory services through SJK Financial Planning, L.L.C..

Item 6: Supervision

As the only owner and representative of SJK Financial Planning, L.L.C., Robert Wesley Shannon supervises all activities of the firm. Robert Wesley Shannon's response information is on the cover page of this disclosure document. Robert Wesley Shannon adheres to all required regulations regarding the activities of an Investment Adviser Representative and follows all policies and procedures outlined in the firm's policies and procedures manual, including the Code of Ethics, and appropriate securities regulatory requirements.

Item 7: Requirements For State Registered Advisers

This disclosure is required by Texas state securities authorities and is provided for your use in evaluating this investment advisor representative's suitability.

- A. Robert Wesley Shannon has NOT been involved in any of the events listed below.
1. An award or otherwise being found liable in an arbitration claim alleging damages in excess of \$2,500, involving any of the following:
 - a) an investment or an investment-related business or activity;
 - b) fraud, false statement(s), or omissions;
 - c) theft, embezzlement, or other wrongful taking of property;
 - d) bribery, forgery, counterfeiting, or extortion; or
 - e) dishonest, unfair, or unethical practices.
 2. An award or otherwise being found liable in a civil, self-regulatory organization, or administrative proceeding involving any of the following:
 - a) an investment or an investment-related business or activity;
 - b) fraud, false statement(s), or omissions;
 - c) theft, embezzlement, or other wrongful taking of property;
 - d) bribery, forgery, counterfeiting, or extortion; or
 - e) dishonest, unfair, or unethical practices.
- B. Robert Wesley Shannon has been the subject of a bankruptcy petition:
- Robert Wesley Shannon was the subject of a Chapter 7 bankruptcy petition that was filed on 11/6/2006. This was the result of a business deal between a franchisee and a franchisor. The franchisee was a corporation owned by Robert Wesley Shannon. The final results ended in State District Court where Robert Wesley Shannon's company won a judgment against the franchisor.