

# **Alpha Financial Partners LLC**

## **Form ADV Part 2A – Disclosure Brochure**

**Effective: March 17, 2023**

This Form ADV 2A (“Disclosure Brochure”) provides information about the qualifications and business practices of Alpha Financial Partners LLC (“Alpha Financial” or the “Advisor”). If you have any questions about the content of this Disclosure Brochure, please contact the Advisor at (859) 785-2660.

Alpha Financial is a registered investment advisor with the U.S. Securities and Exchange Commission (“SEC”). The information in this Disclosure Brochure has not been approved or verified by the SEC or by any state securities authority. Registration of an investment advisor does not imply any specific level of skill or training. This Disclosure Brochure provides information through Alpha Financial to assist you in determining whether to retain the Advisor.

Additional information about Alpha Financial and its Advisory Persons is available on the SEC’s website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) by searching with the Advisor’s firm name or CRD# 306639.

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## Item 2 – Material Changes

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Form ADV 2 is divided into two parts: *Part 2A (the "Disclosure Brochure")* and *Part 2B (the "Brochure Supplement")*. The Disclosure Brochure provides information about a variety of topics relating to an Advisor's business practices and conflicts of interest. The Brochure Supplement provides information about the Advisory Persons of Alpha Financial. For convenience, the Advisor has combined these documents into a single disclosure document.

Alpha Financial believes that communication and transparency are the foundation of its relationship with clients and will continually strive to provide you with complete and accurate information at all times. Alpha Financial encourages all current and prospective clients to read this Disclosure Brochure and discuss any questions you may have with the Advisor.

### Material Change

The following material change has been made to this Disclosure Brochure since the last filing and distribution to Clients:

- The Advisor has amended Items 4 and 5 to reflect participant account management services and business planning services.

### Future Changes

From time to time, the Advisor may amend this Disclosure Brochure to reflect changes in our business practices, changes in regulations or routine annual updates as required by the securities regulators. This complete Disclosure Brochure or a Summary of Material Changes shall be provided to you annually and if a material change occurs in the business practices of Alpha Financial.

At any time, you may view the current Disclosure Brochure on-line at the SEC's Investment Adviser Public Disclosure website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) by searching with the Advisor's firm name or our CRD #306639. You may also request a copy of this Disclosure Brochure at any time, by contacting the Advisor at (859) 785-2660.

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## Item 4 – Advisory Services

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### A. Firm Information

Alpha Financial Partners LLC (“Alpha Financial” or the “Advisor”) is a registered investment advisor with the U.S. Securities and Exchange Commission (“SEC”). Alpha Financial which is organized as a Limited Liability Company under the laws of the State of Delaware. Alpha Financial was founded in October 2019 and became a registered investment advisor in December 2019. Alpha Financial is owned by AFCT, LLC and Sycamore Rd, LLC. The Principal Officers of Alpha Financial are Marc I. Cobane, CRPS® (Co-Founder and Partner), Aaron P. Ammerman (Co-Founder and Partner), and Gregory M. Turcotte (Co-Founder, Partner and Chief Compliance Officer).

This Disclosure Brochure provides information regarding the qualifications, business practices, and the advisory services provided by Alpha Financial. For information regarding this Disclosure Brochure, please contact Greg Turcotte at (859) 785-2660.

### B. Advisory Services Offered

#### Wealth Management Services

Alpha Financial provides customized wealth management solutions for its Clients. This is achieved through continuous personal Client contact and interaction while providing discretionary investment management, financial planning, and related advisory services as described below.

Alpha Financial offers investment advisory services to high-net-worth individuals, families, trusts, estates, businesses, and retirement plans (each referred to as a “Client”).

The Advisor serves as a fiduciary to Clients, as defined under the applicable laws and regulations. As a fiduciary, the Advisor upholds a duty of loyalty, fairness and good faith towards each Client and seeks to mitigate potential conflicts of interest. Alpha Financial’s fiduciary commitment is further described in the Advisor’s Code of Ethics. For more information regarding the Code of Ethics, please see Item 11 – Code of Ethics, Participation or Interest in Client Transactions and Personal Trading.

*Investment Management Services - Alpha Financial provides customized investment advisory solutions for its Clients. This is achieved through continuous personal Client contact and interaction while providing discretionary investment management and related advisory services. Alpha Financial works with each Client to identify their investment goals and objectives as well as risk tolerance and financial situation in order to create an investment strategy. Alpha Financial will then design an investment strategy that may include the Advisor’s internal investment management and/or the use of independent managers and/or internal investment management. The Advisor may retain certain legacy investments based on portfolio fit and/or tax considerations.*

Alpha Financial will select, recommend and/or retain mutual funds on a fund by fund basis. Due to specific custodial and/or mutual fund company constraints, material tax consideration, and/or systematic investment plans, Alpha Financial will select, recommend and/or retain a mutual fund share class that does not have trading costs, but do have higher internal expense ratios than institutional share classes. Alpha Financial will seek to select the lowest cost share class available that is in the best interest of each Client and will ensure the selection aligns with the Client’s financial objectives and stated investment guidelines.

*Retirement Plan Accounts – When deemed to be in the Client’s best interest, the Advisor will recommend that a Client roll over its retirement plan account into an account managed by the Advisor. In such instances, the Advisor will serve as an investment fiduciary as that term is defined under The Employee Retirement Income Security Act of 1974 (“ERISA”). Such a recommendation creates a conflict of interest as the Advisor will earn a new (or increase its current) advisory fee as a result of the rollover. No client is under any obligation to roll over retirement plan assets to an account managed by the Advisor.*

*Internal Management – Alpha Financial will construct Client portfolios utilizing mutual funds, exchange-traded funds (“ETFs”), mutual funds, individual equities and individual bonds. The Advisor may also utilize options, leveraged and inverse ETFs, private investments and other types of investments, as appropriate, to meet the needs of certain*

Clients.

Alpha Financial's investment approach is primarily long-term focused, but the Advisor may buy, sell or re-allocate investments that have been held for less than one year to meet the objectives of the Client or due to market conditions. Alpha Financial will construct, implement and monitor the portfolio to ensure it meets the goals, objectives, circumstances, and risk tolerance agreed to by the Client. Each Client will have the opportunity to place reasonable restrictions on the types of investments to be held in their respective portfolio, subject to acceptance by the Advisor.

Alpha Financial evaluates and selects investments for inclusion in Client portfolios only after applying its internal due diligence process. Alpha Financial may recommend, on occasion, redistributing investment allocations to diversify the portfolio. Alpha Financial may recommend specific positions to increase sector or asset class weightings. The Advisor may recommend employing cash positions as a possible hedge against market movement. Alpha Financial may recommend selling positions for reasons that include, but are not limited to, harvesting capital gains or losses, business or sector risk exposure to a specific security or class of securities, overvaluation or overweighting of the position[s] in the portfolio, change in risk tolerance of Client, generating cash to meet Client needs, or any risk deemed unacceptable for the Client's risk tolerance.

At no time will Alpha Financial accept or maintain custody of a Client's funds or securities, except for the limited authority as detailed in Item 15 - Custody. All Client assets will be managed within their designated brokerage account or pension account, pursuant to the Client investment advisory agreement. Please see Item 12 – Brokerage Practices.

*Use of Independent Managers* – Alpha Financial in certain circumstances will recommend that a Client utilize one or more unaffiliated investment managers or investment platforms (collectively “Independent Managers”) in connection with a Client's investment strategy[ies]. In such instances, the Client may be required to authorize and enter into an advisory agreement with the Independent Manager[s] that defines the terms in which the Independent Manager[s] will provide investment management and related services. The Advisor will assist in the development of investment policy recommendations and managing the ongoing Client relationship. The Advisor will perform initial and ongoing oversight and due diligence over the selected Independent Manager[s] to ensure the Independent Managers' strategies and target allocations remain aligned with the Clients' investment objectives and overall best interests. The Client, prior to entering into an agreement with unaffiliated investment manager[s] or investment platform[s], will be provided with the Independent Manager's Form ADV 2A (or a brochure that makes the appropriate disclosures).

*Participant Account Management* - As part of the Advisor's Investment Management Services, when appropriate, the Advisor will use a third-party platform to facilitate management of held away assets such as defined contribution plan participant accounts, with discretion. The platform allows us to avoid being considered to have custody of Client funds since we do not have direct access to Client log-in credentials to affect trades. We are not affiliated with the platform in any way and receive no compensation from them for using their platform. A link will be provided to the Client allowing them to connect an account(s) to the platform. Once Client account(s) is connected to the platform, Adviser will review the current account allocations. When deemed necessary, Adviser will rebalance the account considering client investment goals and risk tolerance, and any change in allocations will consider current economic and market trends. The goal is to improve account performance over time, minimize loss during difficult markets, and manage internal fees that harm account performance. Client account(s) will be reviewed at least quarterly and allocation changes will be made as deemed necessary.

#### *Financial Planning Services*

Alpha Financial will typically provide a variety of financial planning services to Clients. Services may be provided as part of an overall wealth management engagement or under separate agreement, pursuant to a written financial planning agreement. Services are offered in several areas of a Client's financial situation, depending on their goals and objectives. Generally, such financial planning services will involve preparing a financial plan or rendering a financial consultation based on the Client's financial goals and objectives. This planning or consulting may encompass one or more areas of need, including, but not limited to investment planning, retirement planning, estate planning, personal savings, education savings and other areas of a Client's financial situation.

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A financial plan developed for or financial consultation rendered to the Client will usually include general recommendations for a course of activity or specific actions to be taken by the Client. For example, recommendations may be made that the Client start or revise their investment programs, commence or alter retirement savings, establish education savings and/or charitable giving programs. Alpha Financial may also refer Clients to an accountant, attorney or other specialist, as appropriate for their unique situation. For certain financial planning engagements, the Advisor will provide a written summary of Client's financial situation, observations, and recommendations. For consulting or ad-hoc engagements, the Advisor may not provide a written summary. Plans or consultations are typically completed within six months of contract date, assuming all information and documents requested are provided promptly.

Financial planning and consulting recommendations pose a conflict between the interests of the Advisor and the interests of the Client. For example, the Advisor has an incentive to recommend that Clients engage the Advisor for investment management services or to increase the level of investment assets with the Advisor, as it would increase the amount of advisory fees paid to the Advisor. Clients are not obligated to implement any recommendations made by the Advisor or maintain an ongoing relationship with the Advisor. If the Client elects to act on any of the recommendations made by the Advisor, the Client is under no obligation to implement the transaction through the Advisor.

#### Business Planning Services

Alpha Financial will typically provide a variety of business planning services to Clients. Services may be provided under separate agreement, pursuant to a written business planning agreement. Services are offered in several areas of a Client's specific situation. Generally, such business planning services will involve preparing a business plan or rendering a business consultation based on the Client's business needs. This planning or consulting may encompass one or more areas of need, including, but not limited to business succession planning, employee benefit planning, informal business valuation, buy/sell agreement review and other areas of a Client's business.

A business plan developed for or business consultation rendered to the Client will usually include general recommendations for a course of activity or specific actions to be taken by the Client. Alpha Financial may also refer Clients to an accountant, attorney or other specialist, as appropriate for their unique situation. For certain business planning engagements, the Advisor will provide a written summary of observations, and recommendations. For consulting or ad-hoc engagements, the Advisor may not provide a written summary. Plans or consultations are typically completed within six months of contract date, assuming all information and documents requested are provided promptly.

#### Retirement Plan Advisory Services

Alpha Financial provides non-discretionary (ERISA 3(21)) or discretionary (ERISA 3(38)) retirement plan advisory services on behalf of the retirement plans (each a "Plan") and the company (the "Plan Sponsor"). The Advisor's retirement plan advisory services are designed to assist the Plan Sponsor in meeting its fiduciary obligations to the Plan and its Plan Participants. Each engagement is customized to the needs of the Plan and Plan Sponsor.

Services generally include:

- Vendor Analysis
- Plan Participant Enrollment and Education Assistance
- Investment Policy Statement ("IPS") Design and Review
- Investment Oversight (ERISA)
- Discretionary Investment Management (ERISA 3(38))
- Performance Reporting
- Ongoing Investment Recommendation and Assistance
- Benchmarking Services
- ERISA 404(c) Assistance

These services are provided by Alpha Financial serving in the capacity as a fiduciary under the Employee Retirement Income Security Act of 1974, as amended ("ERISA"). In accordance with ERISA Section 408(b)(2), the Plan Sponsor is provided with a written description of Alpha Financial's fiduciary status, the specific services to be rendered and all direct and indirect compensation the Advisor reasonably expects under the engagement.

### C. Client Account Management

Prior to engaging Alpha Financial to provide investment advisory services, each Client is required to enter into one or more advisory agreements with the Advisor that define the terms, conditions, authority and responsibilities of the Advisor and the Client. These services may include:

- Establishing an Investment Strategy – Alpha Financial, in connection with the Client, will develop a strategy targeted to achieve the Client's investment goals and objectives.
- Asset Allocation – Alpha Financial will develop a strategic asset allocation that is targeted to meet the investment objectives, time horizon, financial situation and tolerance for risk for each Client.
- Portfolio Construction – Alpha Financial will develop a portfolio for the Client that is intended to meet the stated goals and objectives of the Client.
- Investment Management and Supervision – Alpha Financial will provide investment management and ongoing oversight of the Client's portfolio.

### D. Wrap Fee Programs

Alpha Financial includes, in addition to securities transaction fees for certain mutual funds, custodial costs / administrative fees / wire fees / trade away transactions / other fees and expenses (herein "Covered Costs") securities transaction fees together with its investment advisory fees. Including these fees into a single asset-based fee is considered a "Wrap Fee Program". The Advisor customizes its investment management services for its Clients. The Advisor sponsors the Alpha Financial Partners Wrap Fee Program solely as a supplemental disclosure regarding the combination of fees. Depending on the level of trading required for the Client's account[s] in a particular year, the Client may pay more or less in total fees than if the Client paid its own transaction fees. Please see Appendix 1 – Wrap Fee Program Brochure, which is included as a supplement to this Disclosure Brochure.

### E. Assets Under Management

As of December 31, 2022 Alpha Financial manages \$257,111,052 in Client assets, \$231,170,568 of which are managed on a discretionary basis and \$25,940,484 on a non-discretionary basis. Clients may request more current information at any time by contacting the Advisor.

## Item 5 – Fees and Compensation

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The following paragraphs detail the fee structure and compensation methodology for services provided by the Advisor. Each Client shall sign one or more agreements that detail the responsibilities of Alpha Financial and the Client.

### A. Fees for Advisory Services

#### Wealth Management Services

Wealth management fees are paid quarterly, in advance of each calendar quarter, pursuant to the terms of the investment advisory agreement. The Client may engage the Advisor for a wealth management engagement, which includes financial planning services. Wealth management fees are based on the market value of assets under management at the end of the prior calendar quarter. Wealth management fees are based on the following schedule.

<b>Assets Under Management (\$)</b>	<b>Maximum Annual Rate (%)</b>
Up to \$1,000,000	1.00%*
\$1,000,001 to \$5,000,000	0.80%
\$5,000,001 to \$10,000,000	0.60%
\$10,000,001 to \$25,000,000	0.50%
Over \$25,000,000	Negotiable

\* \$250 per quarter minimum fee.

The fees above may include financial planning services at the sole discretion of the Advisor. The Advisor may also offer its services for a fixed annual fee or fixed annual rate. Fees may be negotiable at the sole discretion of the

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Advisor. The investment advisory fee in the first quarter of service is prorated from the inception date of the account[s] to the end of the first quarter. The Client's fees will take into consideration the aggregate assets under management with Advisor. All securities held in accounts managed by Alpha Financial will be independently valued by the designated Custodian. The Advisor will conduct periodic reviews of the Custodian's valuations.

Clients may make additions to and withdrawals from their account[s] at any time, subject to Alpha Financial's right to terminate an account. Additions may be in cash or securities provided that Alpha Financial reserves the right to liquidate any transferred securities or decline to accept particular securities into a Client's account[s]. Clients may withdraw account assets on notice to Alpha Financial, subject to the usual and customary securities settlement procedures. However, Alpha Financial designs its portfolios as long-term investments and the withdrawal of assets may impair the achievement of a Client's investment objectives. Alpha Financial may consult with its Clients about the options and ramifications of transferring securities. However, Clients are advised that when transferred securities are liquidated, they are subject to transaction fees, fees assessed at the mutual fund level (i.e. contingent deferred sales charge) and/or tax ramifications.

#### Investment Management Services

Investment management fees are paid quarterly, in advance of each calendar quarter, pursuant to the terms of the investment advisory agreement. Investment management fees are based on the market value of assets under management at the end of the prior calendar quarter. Investment advisory fees are based on the following schedule.

<b>Assets Under Management (\$)</b>	<b>Maximum Annual Rate (%)</b>
Up to \$1,000,000	0.80%
\$1,000,001 to \$5,000,000	0.60%
\$5,000,001 to \$10,000,000	0.50%
\$10,000,001 to \$25,000,000	0.40%
Over \$25,000,000	0.25%

\* \$250 per quarter minimum fee.

The Advisor may also offer its services for a fixed annual fee or fixed annual rate. Fees may be negotiable at the sole discretion of the Advisor. The investment advisory fee in the first quarter of service is prorated from the inception date of the account[s] to the end of the first quarter. The Client's fees will take into consideration the aggregate assets under management with Advisor. All securities held in accounts managed by Alpha Financial will be independently valued by the designated Custodian. Alpha Financial will not have the authority or responsibility to value portfolio securities.

Clients may make additions to and withdrawals from their account[s] at any time, subject to Alpha Financial's right to terminate an account. Additions may be in cash or securities provided that Alpha Financial reserves the right to liquidate any transferred securities or decline to accept particular securities into a Client's account[s]. Clients may withdraw account assets on notice to Alpha Financial, subject to the usual and customary securities settlement procedures. However, Alpha Financial designs its portfolios as long-term investments and the withdrawal of assets may impair the achievement of a Client's investment objectives. Alpha Financial may consult with its Clients about the options and ramifications of transferring securities. However, Clients are advised that when transferred securities are liquidated, they are subject to transaction fees, fees assessed at the mutual fund level (i.e. contingent deferred sales charge) and/or tax ramifications.

#### Use of Independent Managers

As noted in Item 4, the Advisor will implement all or a portion of a Client's investment portfolio utilizing one or more Independent Managers. To eliminate any conflict of interest, the Advisor does not earn any compensation from an Independent Manager. The Advisor will only earn its investment advisory fee as described above. Independent Managers typically do not offer any fee discounts but may have a breakpoint schedule which will reduce the fee with an increased level of assets placed under management with an Independent Manager. The terms of such fee arrangements are included in the Independent Manager's disclosure brochure and applicable contract[s] with the Independent Manager. The total blended fee, including the Advisor's fee and the Independent Manager's fee, will not exceed 2.00% annually.

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### Financial Planning Services

Alpha Financial may include financial planning services in an overall wealth management engagement or contract for these services separately. The Advisor may also offer its services on an hourly basis or a fixed project fee. Hourly engagements are billed at an hourly rate of \$250 per hour for Partners and \$125 per hour for Associates. Fixed fee engagements are negotiated based on the expected number of hours to complete the engagement at the negotiated hourly rate. The Advisor's fee is based on the complexity of the services to be provided and the experience level of the Advisory Person providing the services. Fees may be negotiable at the sole discretion of the Advisor. An estimate for total hours and/or total costs will be provided to the Client prior to engaging for these services.

### Business Planning Services

Alpha Financial provides these as a separate service. The Advisor may offer its services on an hourly basis or a fixed project fee. Hourly engagements range from \$250 to \$350 per hour. Fixed fee engagements are negotiated based on the expected number of hours to complete the engagement at the negotiated hourly rate. Fixed fees can range from \$5,000 to \$250,000. The Advisor's fee is based on the complexity of the services to be provided and the experience level of the Advisory Person providing the services. Fees may be negotiable at the sole discretion of the Advisor. An estimate for total hours and/or total costs will be provided to the Client prior to engaging for these services. Clients may engage Alpha Financial for ongoing business planning services. Ongoing business planning services will be billed quarter and either in advance or arrears of the billing period as agreed upon by the Client in executing the business planning agreement.

### Retirement Plan Advisory Services

Fees for retirement plan advisory services are charged an annual asset-based fee of up to 0.75%, and are billed in advance or in arrears of each billing period, pursuant to the terms of the retirement plan advisory agreement. Retirement plan advisor fees are based on the market value of assets under management at the end of the billing period. Fees may be negotiable depending on the size and complexity of the Plan. The Advisor and the Plan Sponsor may also agree to a fixed annual fee, payable quarterly in advance.

## **B. Fee Billing**

### Wealth Management and Investment Management Services

Wealth management and investment advisory fees will be calculated by the Advisor or its delegate and deducted from the Client's account[s] at the Custodian. The Advisor shall send an invoice to the Custodian indicating the amount of the fees to be deducted from the Client's account[s] at the respective quarter-end date. The amount due is calculated by applying the quarterly rate (annual rate divided by 4) to the total assets under management with Alpha Financial at the end of the prior quarter. Clients will be provided with a statement, at least quarterly, from the Custodian reflecting deduction of the advisory fee. It is the responsibility of the Client to verify the accuracy of these fees as listed on the custodian's brokerage statement as the Custodian does not assume this responsibility. Clients provide written authorization permitting Alpha Financial to be paid directly from their accounts held by the Custodian as part of the investment advisory agreement and separate account forms provided by the Custodian.

### Use of Independent Managers

Client account[s] implemented through Independent Manager[s] will be billed in accordance to the separate agreement[s] with the respective parties. These parties will typically add Alpha Financial's investment advisory fee and deduct the overall fee from the Client's account[s].

### Financial Planning Services

Financial planning engagements may require an advance payment of fees up to 50% of the expected total cost of the engagement. Upon completion of the engagement deliverable[s], the remaining balance of the engagement fees shall be invoiced by the Advisor and are due upon receipt of the invoice. The Advisor does not collect advance fees of \$1,200 or more for any services that will be completed six (6) months or more in the future.

### Business Planning Services

Business planning engagements may require an advance payment of fees up to 50% of the expected total cost of the engagement. Upon completion of the engagement deliverable[s], the remaining balance of the engagement fees shall be invoiced by the Advisor and are due upon receipt of the invoice. The Advisor does not collect advance fees of

\$1,200 or more for any services that will be completed six (6) months or more in the future. Clients may engage Alpha Financial for ongoing business planning services. Ongoing business planning services will be billed quarter and either in advance or arrears of the billing period as agreed upon by the Client in executing the business planning agreement.

#### Retirement Plan Advisory Services

Retirement plan advisory fees may be directly invoiced to the Plan Sponsor or deducted from the assets of the Plan, depending on the terms of the retirement plan advisory agreement.

### **C. Other Fees and Expenses**

Clients may incur certain fees or charges imposed by third parties in connection with investments made on behalf of the Client's account[s]. Alpha Financial Partners includes securities transactions costs as part of its overall investment advisory fee through the Alpha Financial Partners Wrap Fee Program. Securities transaction fees for Client-directed trades may be charged back to the Client. Please see Item 4.D. above as well as Appendix 1 – Wrap Fee Program Brochure.

In addition, all fees paid to Alpha Financial for investment advisory services are separate and distinct from the expenses charged by mutual funds and ETFs to their shareholders, if applicable. These fees and expenses are described in each fund's prospectus. These fees and expenses will generally be used to pay management fees for the funds, other fund expenses, account administration (e.g., custody, brokerage and account reporting), and a possible distribution fee. A Client may be able to invest in these products directly, without the services of Alpha Financial, but would not receive the services provided by Alpha Financial which are designed, among other things, to assist the Client in determining which products or services are most appropriate for each Client's financial situation and objectives. Accordingly, the Client should review both the fees charged by the fund[s] and the fees charged by Alpha Financial to fully understand the total fees to be paid.

### **D. Advance Payment of Fees and Termination**

#### Wealth Management and Investment Management Services

Alpha Financial is compensated for its advisory services in advance of the quarter, in which services are rendered. Either party may terminate the investment advisory agreement, at any time, by providing advance written notice to the other party. The Client may also terminate the advisory agreement within five (5) business days of signing the Advisor's agreement at no cost to the Client. After the five-day period, the Client will incur charges for bona fide advisory services rendered to the point of termination and such fees will be due and payable by the Client. The Client shall be responsible for advisory fees up to and including the effective date of termination. Upon termination, the Advisor will promptly refund any unearned, prepaid advisory fees. The Client's advisory agreement with the Advisor is non-transferable without the Client's prior consent.

#### Use of Independent Managers

In the event that a Client should wish to terminate their relationship with an Independent Manager, the terms for termination will be set forth in the respective agreements between the Client and those third parties. Alpha Financial will assist the Client with the termination and transition as appropriate.

#### Financial Planning Services

Alpha Financial may be partially compensated for its financial planning services in advance of providing services. Either party may terminate the financial planning agreement, at any time, by providing advance written notice to the other party. The Client may also terminate the financial planning agreement within five (5) business days of signing the Advisor's agreement at no cost to the Client. After the five-day period, the Client will incur charges for bona fide advisory services rendered to the point of termination and such fees will be due and payable by the Client. Upon termination, the Client shall be responsible for planning fees based on the hours incurred or in the event of a fixed fee engagement, the percentage of the engagement deliverables completed. Upon termination, the Advisor will refund any unearned, prepaid fees. The Client's financial planning agreement with the Advisor is non-transferable without the Client's prior consent.

#### Business Planning Services

Alpha Financial may be partially compensated for its business planning services in advance of providing services.

Either party may terminate the financial planning agreement, at any time, by providing advance written notice to the other party. The Client may also terminate the business planning agreement within five (5) business days of signing the Advisor's agreement at no cost to the Client. After the five-day period, the Client will incur charges for bona fide advisory services rendered to the point of termination and such fees will be due and payable by the Client. Upon termination, the Client shall be responsible for planning fees based on the hours incurred or in the event of a fixed fee engagement, the percentage of the engagement deliverables completed. For ongoing business planning services that are billed quarterly in advance at termination any unearned fees will be reimbursed to the Client. Upon termination, the Advisor will refund any unearned, prepaid fees. The Client's business planning agreement with the Advisor is non-transferable without the Client's prior consent.

#### Retirement Plan Advisory Services

Alpha Financial as directed by the Client can be compensated for its retirement plan advisory services at the beginning of the period before services are rendered. Either party may terminate the retirement plan advisory agreement, at any time, by providing advance written notice to the other party. The Client shall be responsible for retirement plan advisory fees up to and including the effective date of termination. Upon termination, the Advisor will refund any unearned, prepaid retirement plan advisory fees from the effective date of termination to the end of the billing period. The Client's retirement plan services agreement with the Advisor is non-transferable without the Client's prior consent.

#### **E. Compensation for Sales of Securities**

Alpha Financial does not buy or sell securities to earn securities transaction fees and does not receive any compensation for securities transactions in any Client account, other than the investment advisory fees noted above.

Certain Advisory Persons are also Registered Representatives of Purshe Kaplan Sterling Investments, Inc. ("PKS"). PKS is a registered broker-dealer (CRD No. 35747), member FINRA, SIPC. In one's separate capacity as a Registered Representative of PKS, an Advisory Person will implement securities transactions under PKS and not through Alpha Financial. In such instances, the Advisory Person will receive commission-based compensation in connection with the purchase and sale of securities, including 12b-1 fees for the sale of investment company products. Compensation earned by the Advisory Person in one's capacity as a Registered Representative is separate and in addition to the Advisor's fees. This practice presents a conflict of interest because the Advisory Person who is a Registered Representative has an incentive to effect securities transactions for the purpose of generating commissions rather than solely based on the Client. Clients are not obligated to implement any recommendation provided by the Advisor nor Advisory Persons. Neither the Advisor nor Advisory Persons will earn ongoing investment advisory fees in connection with any products or services implemented in the Advisory Person's separate capacity as a Registered Representative. Please see "Item 10 – Other Financial Industry Activities and Affiliations".

Certain Advisory Persons are also licensed as independent insurance professionals. As an independent insurance professional, an Advisory Person may earn commission-based compensation for selling insurance products, including insurance products they sell to Clients. Insurance commissions earned by the Advisory Person is separate and in addition to advisory fees. This practice presents a conflict of interest because the Advisory Person providing investment advice on behalf of the Advisor who is also an insurance agent has an incentive to recommend insurance products to Client's for the purpose of generating commissions rather than solely based on Client needs. However, Clients are under no obligation, contractually or otherwise, to purchase insurance products through any Advisory Person affiliated with the Advisor. Please see Item 10 – Other Financial Industry Activities and Affiliations.

#### **Item 6 – Performance-Based Fees and Side-By-Side Management**

Alpha Financial does not charge performance-based fees for its investment advisory services. The fees charged by Alpha Financial are as described in Item 5 above and are not based upon the capital appreciation of the funds or securities held by any Client.

Alpha Financial does not manage any proprietary investment funds or limited partnerships (for example, a mutual fund or a hedge fund) and has no financial incentive to recommend any particular investment options to its Clients.

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## **Item 7 – Types of Clients**

Alpha Financial provides investment advisory services to high-net-worth individuals, families, trusts, estates businesses, charitable organizations, and retirement plans. The amount of each type of Client is available on Alpha Financial's Form ADV Part 1A. These amounts may change over time and are updated at least annually by the Advisor. Alpha Financial does not impose a minimum account or relationship size. However, the Advisor requires a minimum quarterly fee of \$250 to maintain an advisory relationship.

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## **Item 8 – Methods of Analysis, Investment Strategies and Risk of Loss**

### **A. Methods of Analysis**

Alpha Financial primarily employs fundamental and technical analysis in developing investment strategies for its Clients. Research and analysis from Alpha Financial are derived from numerous sources, including financial media companies, third-party research materials, Internet sources, and review of company activities, including annual reports, prospectuses, press releases and research prepared by others.

*Fundamental analysis* utilizes economic and business indicators as investment selection criteria. These criteria are generally ratios and trends that may indicate the overall strength and financial viability of the entity being analyzed. Assets are deemed suitable if they meet certain criteria to indicate that they are a strong investment with a value discounted by the market. While this type of analysis helps the Advisor in evaluating a potential investment, it does not guarantee that the investment will increase in value. Assets meeting the investment criteria utilized in the fundamental analysis may lose value and may have negative investment performance. The Advisor monitors these economic indicators to determine if adjustments to strategic allocations are appropriate. More details on the Advisor's review process are included below in "Item 13 – Review of Accounts".

*Technical analysis* involves the analysis of past market data rather than specific company data in determining the recommendations made to clients. Technical analysis may involve the use of charts to identify market patterns and trends, which may be based on investor sentiment rather than the fundamentals of the company. The primary risk in using technical analysis is that spotting historical trends may not help to predict such trends in the future. Even if the trend will eventually reoccur, there is no guarantee that Alpha Financial will be able to accurately predict such a reoccurrence.

As noted above, Alpha Financial generally employs a long-term investment strategy for its Clients, as consistent with their financial goals. Alpha Financial will typically hold all or a portion of a security for more than a year, but may hold for shorter periods for the purpose of rebalancing a portfolio or meeting the cash needs of Clients. At times, Alpha Financial may also buy and sell positions that are more short-term in nature, depending on the goals of the Client and/or the fundamentals of the security, sector or asset class.

### **B. Risk of Loss**

Investing in securities involves certain investment risks. Securities may fluctuate in value or lose value. Clients should be prepared to bear the potential risk of loss. Alpha Financial will assist Clients in determining an appropriate strategy based on their tolerance for risk and other factors noted above. However, there is no guarantee that a Client will meet their investment goals.

Each Client engagement will entail a review of the Client's investment goals, financial situation, time horizon, tolerance for risk and other factors to develop an appropriate strategy for managing a Client's account. Client participation in this process, including full and accurate disclosure of requested information, is essential for the analysis of a Client's account[s]. The Advisor shall rely on the financial and other information provided by the Client or their designees without the duty or obligation to validate the accuracy and completeness of the provided information. It is the responsibility of the Client to inform the Advisor of any changes in financial condition, goals or other factors that may affect this analysis.

The risks associated with a particular strategy are provided to each Client in advance of investing a Client's account[s]. The Advisor will work with each Client to determine their tolerance for risk as part of the portfolio construction process.

Following are some of the risks associated with the Advisor's strategies:

*Market Risks* – The value of a Client's holdings may fluctuate in response to events specific to companies or markets, as well as economic, political, or social events in the U.S. and abroad. This risk is linked to the performance of the overall financial markets.

*ETF Risks* – The performance of ETFs is subject to market risk, including the possible loss of principal. The price of the ETFs will fluctuate with the price of the underlying securities that make up the funds. In addition, ETFs have a trading risk based on the loss of cost efficiency if the ETFs are traded actively and a liquidity risk if the ETFs have a large bid-ask spread and low trading volume. The price of an ETF fluctuates based upon the market movements and may dissociate from the index being tracked by the ETF or the price of the underlying investments. An ETF purchased or sold at one point in the day may have a different price than the same ETF purchased or sold a short time later.

*Bond ETFs* – Bond ETFs are subject to specific risks, including the following: (1) interest rate risks, i.e. the risk that bond prices will fall if interest rates rise, and vice versa, the risk depends on two things, the bond's time to maturity, and the coupon rate of the bond. (2) reinvestment risk, i.e. the risk that any profit gained must be reinvested at a lower rate than was previously being earned, (3) inflation risk, i.e. the risk that the cost of living and inflation increase at a rate that exceeds the income investment thereby decreasing the investor's rate of return, (4) credit default risk, i.e. the risk associated with purchasing a debt instrument which includes the possibility of the company defaulting on its repayment obligation, (5) rating downgrades, i.e. the risk associated with a rating agency's downgrade of the company's rating which impacts the investor's confidence in the company's ability to repay its debt and (6) Liquidity Risks, i.e. the risk that a bond may not be sold as quickly as there is no readily available market for the bond.

*Leveraged ETF Risks* – Leveraged ETFs seek to deliver multiples of the performance of the index or benchmark they track. These ETFs attempt to deliver some multiple of an index's daily returns (positive or negative). Please consider the implications to both the upside and the downside of multipliers. While it may seem that a 2x multiplier is a benefit in an up-market cycle' it is important to remember that the same multiplier applies when the ETF moves against the market. This could potentially result in significant losses, and highlights the additional risk associated with Leveraged ETFs.

*Inverse ETFs (also called "short" funds)* – Inverse ETFs seek to deliver the opposite of the performance of the index or benchmark they track. Like traditional ETFs, some leveraged and inverse ETFs track broad indices, some are sector-specific, and others are linked to commodities, currencies, or some other benchmark. Inverse ETFs often are marketed as a way for investors to profit from, or at least hedge their exposure to, downward moving markets.

*Mutual Fund Risks* – The performance of mutual funds is subject to market risk, including the possible loss of principal. The price of the mutual funds will fluctuate with the value of the underlying securities that make up the funds. The price of a mutual fund is typically set daily therefore a mutual fund purchased at one point in the day will typically have the same price as a mutual fund purchased later that same day.

*Options Contracts* – Investments in options contracts have the risk of losing value in a relatively short period of time. Option contracts are leveraged instruments that allow the holder of a single contract to control many shares of an underlying stock. This leverage can compound gains or losses.

*Margin Borrowings* – The use of short-term margin borrowings may result in certain additional risks to a Client. For example, if securities pledged to brokers to secure a Client's margin accounts decline in value, the Client could be subject to a "margin call", pursuant to which it must either deposit additional funds with the broker or be the subject of mandatory liquidation of the pledged securities to compensate for the decline in value.

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*Alternative Investments (Limited Partnerships)* – The performance of alternative investments (limited partnerships) can be volatile and may have limited liquidity. An investor could lose all or a portion of their investment. Such investments often have concentrated positions and investments that may carry higher risks. Client should only have a portion of their assets in these investments.

The risks associated with a particular strategy are provided to each Client in advance of investing Client accounts. The Advisor will work with each Client to determine their tolerance for risk as part of the portfolio construction process.

**Past performance is not a guarantee of future returns. Investing in securities and other investments involve a risk of loss that each Client should understand and be willing to bear. Clients are reminded to discuss these risks with the Advisor.**

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## **Item 9 – Disciplinary Information**

**There are no legal, regulatory or disciplinary events involving Alpha Financial or its owners.** Alpha Financial values the trust Clients place in the Advisor. The Advisor encourages Clients to perform the requisite due diligence on any advisor or service provider that the Client engages. The backgrounds of the Advisor and its Advisory Persons are available on the Investment Adviser Public Disclosure website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) by searching with the Advisor's firm name or CRD# 306639.

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## **Item 10 – Other Financial Industry Activities and Affiliations**

### Broker-Dealer Affiliation

As noted in Item 5, certain Advisory Persons are also Registered Representatives of PKS. In one's separate capacity as a registered representative of PKS, an Advisory Person will receive commissions for the implementation of recommendations for commissionable transactions. Clients are not obligated to implement any recommendation provided by the Advisory Person. Neither the Advisor nor the Advisory Person will earn ongoing investment advisory fees in connection with any services implemented in the Advisory Person's separate capacity as a registered representative.

### Insurance Agency Affiliations

As noted in Item 5, certain Advisory Persons are also licensed insurance professionals. Implementations of insurance recommendations are separate and apart from one's role with Alpha Financial. As an insurance professional, an Advisory Person will receive customary commissions and other related revenues from the various insurance companies whose products are sold. The Advisory Person is not required to offer the products of any particular insurance company. Commissions generated by insurance sales do not offset regular advisory fees. This may cause a conflict of interest in recommending certain products of the insurance companies. Clients are under no obligation to implement any recommendations made by the Advisory Person or the Advisor.

### Use of Independent Managers

As noted in Item 4, the Advisor may implement all or a portion of a Client's investment portfolio with one or more Independent Managers. The Advisor does not receive any compensation nor does this present a material conflict of interest. The Advisor will only earn its investment advisory fee as described in Item 5.A.

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## **Item 11 – Code of Ethics, Participation or Interest in Client Transactions and Personal Trading**

### **A. Code of Ethics**

Alpha Financial has implemented a Code of Ethics that defines the Advisor's fiduciary commitment to each Client. This Code of Ethics applies to all persons associated with Alpha Financial ("Supervised Persons"). The Code was developed to provide general ethical guidelines and specific instructions regarding the Advisor's duties to each Client. Alpha Financial and its Supervised Persons owe a duty of loyalty, fairness and good faith towards each Client. It is the obligation of Alpha Financial Supervised Persons to adhere not only to the specific provisions of the Code, but also to the general principles that guide the Code. The Code of Ethics covers a range of topics that

address employee ethics and conflicts of interest. To request a copy of the Code, please contact the Advisor at (859) 785-2660.

#### **B. Personal Trading with Material Interest**

Alpha Financial allows Supervised Persons to purchase or sell the same securities that may be recommended to and purchased on behalf of Clients. Alpha Financial does not act as principal in any transactions. In addition, the Advisor does not act as the general partner of a fund, or advise an investment company. Alpha Financial does not have a material interest in any securities traded in Client accounts.

#### **C. Personal Trading in Same Securities as Clients**

Alpha Financial allows Supervised Persons to purchase or sell the same securities that may be recommended to and purchased on behalf of Clients. Owning the same securities that are recommended (purchase or sell) to Clients presents a conflict of interest that, as fiduciaries, must be disclosed to Clients and mitigated through policies and procedures. As noted above, the Advisor has adopted the Code of Ethics, which addresses insider trading (material non-public information controls) and personal securities reporting procedures. When trading for personal accounts, Supervised Persons have a conflict of interest if trading in the same securities. The fiduciary duty to act in the best interest of its Clients can be violated if personal trades are made with more advantageous terms than Client trades, or by trading based on material non-public information. This risk is mitigated by Alpha Financial requiring reporting of personal securities trades by its employees for review by the Chief Compliance Officer ("CCO"). The Advisor has also adopted written policies and procedures to detect the misuse of material, non-public information.

#### **D. Personal Trading at Same Time as Client**

While Alpha Financial allows Supervised Persons to purchase or sell the same securities that may be recommended to and purchased on behalf of Clients, such trades are typically aggregated with Client orders or traded afterward. **At no time will Alpha Financial transact in any security to the detriment of any Client.**

### **Item 12 – Brokerage Practices**

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#### **A. Recommendation of Custodian[s]**

Alpha Financial does not have discretionary authority to select the broker-dealer/custodian for custody and execution services. The Client will engage the broker-dealer/custodian (herein the "Custodian") to safeguard Client assets and authorize Alpha Financial to direct trades to this Custodian as agreed in the investment advisory agreement. Further, Alpha Financial does not have the discretionary authority to negotiate commissions on behalf of Clients on a trade-by-trade basis.

Where Alpha Financial does not exercise discretion over the selection of the Custodian, it may recommend the Custodian to Clients for custody and execution services. Alpha Financial may recommend the Custodian based on criteria such as, but not limited to, reasonableness of commissions charged to the Client, services made available to the Client, and its overall reputation. Clients are not obligated to use the recommended Custodian and will not incur any extra fee or cost associated with using a Custodian not recommended by Alpha Financial. However, if the recommended Custodian is not engaged, Alpha Financial may be limited in the services it can provide comparable to other Clients. As certain Advisory Persons of Alpha Financial are also Registered Representatives of PKS, PKS must also approve any broker-dealer/custodian for use by the Advisor. Alpha Financial will generally recommend that Clients establish their account[s] at Fidelity Clearing & Custody Solutions and other divisions of Fidelity Investments, Inc. ("Fidelity"). Fidelity is a FINRA-registered broker-dealer, custodian and member of SIPC and may serve as the Client's "qualified custodian". Alpha Financial maintains an institutional relationship with Fidelity, whereby the Advisor receives certain economic benefits. Please see Item 14 below.

Following are additional details regarding the brokerage practices of the Advisor:

**1. Soft Dollars** - Soft dollars are revenue programs offered by broker-dealers/custodians whereby an advisor enters into an agreement to place security trades with a broker-dealer/custodian in exchange for research and other services. Alpha Financial does not participate in soft dollar programs sponsored or offered by any broker-dealer. However, the Advisor does receive certain economic benefits from Fidelity. Please see Item 14 below.



**2. Brokerage Referrals** - Alpha Financial does not receive any compensation from any third party in connection with the recommendation for establishing an account.

**3. Directed Brokerage** - All Clients are serviced on a “directed brokerage basis”, where Alpha Financial will place trades within the established account[s] at the Custodian designated by the Client. Further, all Client accounts are traded within their respective account[s]. The Advisor will not engage in any principal transactions (i.e., trade of any security from or to the Advisor’s own account) or cross transactions with other Client accounts (i.e., purchase of a security into one Client account from another Client’s account[s]). In selecting the Custodian, Alpha Financial will not be obligated to select competitive bids on securities transactions and does not have an obligation to seek the lowest available transaction costs. These costs are determined by the Custodian.

## **B. Aggregating and Allocating Trades**

The primary objective in placing orders for the purchase and sale of securities for Client accounts is to obtain the most favorable net results taking into account such factors as 1) price, 2) size of the order, 3) difficulty of execution, 4) confidentiality and 5) skill required of the broker. Alpha Financial will execute its transactions through an unaffiliated broker-dealer selected by the Client.

Alpha Financial may aggregate orders in a block trade or trades when securities are purchased or sold through the same Custodian for multiple (discretionary) accounts. If a block trade cannot be executed in full at the same price or time, the securities actually purchased or sold by the close of each business day must be allocated in a manner that is consistent with the initial pre-allocation or other written statement. This must be done in a way that does not consistently advantage or disadvantage particular Clients’ accounts.

## **Item 13 – Review of Accounts**

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### **A. Frequency of Reviews**

Securities in Client accounts are monitored on a regular and continuous basis by Partners of Alpha Financial and periodically by the CCO. Formal reviews are generally conducted at least annually or more or less frequently depending on the needs of the Client.

### **B. Causes for Reviews**

In addition to the investment monitoring noted in Item 13.A., each Client account shall be reviewed at least annually. Reviews may be conducted more or less frequently at the Client’s request. Accounts may be reviewed as a result of major changes in economic conditions, known changes in the Client’s financial situation, and/or large deposits or withdrawals in the Client’s account[s]. The Client is encouraged to notify Alpha Financial if changes occur in the Client’s personal financial situation that might adversely affect the Client’s investment plan. Additional reviews may be triggered by material market, economic or political events.

### **C. Review Reports**

The Client will receive brokerage statements no less than quarterly from the Custodian. These brokerage statements are sent directly from the Custodian to the Client. The Client may also establish electronic access to the Custodian’s website so that the Client may view these reports and their account activity. Client brokerage statements will include all positions, transactions and fees relating to the Client’s account[s]. The Advisor may also provide Clients with periodic reports regarding their holdings, allocations, and performance.

## **Item 14 – Client Referrals and Other Compensation**

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### **A. Compensation Received by Alpha Financial**

#### Participation in Institutional Advisor Platform (Fidelity)

Alpha Financial has established an institutional relationship with Fidelity to assist the Advisor in managing Client account[s]. Access to the Fidelity platform is provided at no charge to the Advisor. The Advisor receives access to software and related support without cost because the Advisor renders investment management services to Clients that maintain assets at Fidelity. The software and related systems support may benefit the Advisor, but not its Clients directly. In fulfilling its duties to its Clients, the Advisor endeavors at all times to put the interests of its Clients first.

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Clients should be aware, however, that the receipt of economic benefits from a Custodian creates a potential conflict of interest since these benefits may influence the Advisor's recommendation of this Custodian over one that does not furnish similar software, systems support, or services.

### **B. Compensation for Client Referrals**

The Advisor does not compensate, either directly or indirectly, any persons who are not supervised persons, for Client referrals.

### **Item 15 – Custody**

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Alpha Financial does not accept or maintain custody of any Client accounts, except for the authorized deduction of the Advisor's fees. All Clients must place their assets with a "qualified custodian". Clients are required to select their own Custodian to retain their funds and securities and direct Alpha Financial to utilize that Custodian for the Client's security transactions. Alpha Financial encourages Clients to review statements provided by the account Custodian. For more information about Custodians and brokerage practices, see Item 12 – Brokerage Practices.

### **Item 16 – Investment Discretion**

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Alpha Financial generally has discretion over the selection and amount of securities to be bought or sold in Client accounts without obtaining prior consent or approval from the Client. However, these purchases or sales may be subject to specified investment objectives, guidelines, or limitations previously set forth by the Client and agreed to by Alpha Financial. Discretionary authority will only be authorized upon full disclosure to the Client. The granting of such authority will be evidenced by the Client's execution of an investment advisory agreement containing all applicable limitations to such authority. All discretionary trades made by Alpha Financial will be in accordance with each Client's investment objectives and goals.

### **Item 17 – Voting Client Securities**

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Alpha Financial does not accept proxy-voting responsibility for any Client. Clients will receive proxy statements directly from the Custodian. The Advisor will assist in answering questions relating to proxies, however, the Client retains the sole responsibility for proxy decisions and voting.

### **Item 18 – Financial Information**

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Neither Alpha Financial, nor its management, have any adverse financial situations that would reasonably impair the ability of Alpha Financial to meet all obligations to its Clients. Neither Alpha Financial, nor any of its Advisory Persons, has been subject to a bankruptcy or financial compromise. Alpha Financial is not required to deliver a balance sheet along with this Disclosure Brochure as the Advisor does not collect fees of \$1,200 or more for services to be performed six months or more in advance.

## **Form ADV Part 2B – Brochure Supplement**

**for**

**Marc I. Cobane, AWMA<sup>®</sup>, CRPS<sup>®</sup>, CEPA, CRSP  
Co-Founder and Partner**

**Effective: March 17, 2023**

This Form ADV 2B (“Brochure Supplement”) provides information about the background and qualifications of Marc I. Cobane, AWMA<sup>®</sup>, CRPS<sup>®</sup>, CEPA, CRSP (CRD# 4773179) in addition to the information contained in the Alpha Financial Partners LLC (“Alpha Financial” or the “Advisor”, CRD# 306639) Disclosure Brochure. If you have not received a copy of the Disclosure Brochure or if you have any questions about the contents of the Alpha Financial Disclosure Brochure or this Brochure Supplement, please contact the Advisor at (859) 785-2660.

Additional information about Mr. Cobane is available on the SEC’s Investment Adviser Public Disclosure website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) by searching with his full name or his Individual CRD# 4773179.

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## Item 2 – Educational Background and Business Experience

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Marc I. Cobane, AWMA®, CRPS®, CEPA, CRSP, born in 1976, is dedicated to advising Clients of Alpha Financial as a Co-Founder and Partner. Mr. Cobane earned a B.A. in Marketing and Business Administration from Judson University in 1998. Additional information regarding Mr. Cobane’s employment history is included below.

### Employment History:

Co-Founder and Partner, Alpha Financial Partners LLC	01/2020 to Present
First Vice President - Wealth Management, UBS Financial Services Inc.	11/2010 to 01/2020
Vice President, Wealth Management Advisor, Fifth Third Securities, Inc.	06/2005 to 11/2010
Sr. Portfolio Accounting Analyst, Northern Trust Corporation	07/1998 to 12/1999

### Accredited Wealth Management Advisor<sup>SM</sup> (“AWMA<sup>®</sup>”)

Individuals who hold the AWMA<sup>®</sup> designation have completed a course of study across eight modules to provide financial advice to high net worth clients, pass the final examination and complete the designation application. Continued use of the designation is subject to ongoing renewal requirements. Every two years individuals must renew their right to continue using the designation by:

- Completing 16 hours of continuing education;
- Reaffirming to abide by the Standards of Professional Conduct, Terms and Conditions, and self-disclose any criminal, civil, self-regulatory organization, or governmental agency inquiry, investigation, or proceeding relating to their professional or business conduct; and
- Paying a biennial renewal fee

AWMA<sup>®</sup> and Accredited Wealth Management Advisor<sup>SM</sup> are registered service marks of the College for Financial Planning.

### Chartered Retirement Plans Specialist (“CRPS<sup>®</sup>”)

Individuals who hold the CRPS<sup>®</sup> designation have completed a course of study encompassing design, installation, maintenance and administration of retirement plans. Additionally, individuals must pass an end-of-course examination that tests their ability to synthesize complex concepts and apply theoretical concepts to real-life situations. All designees have agreed to adhere to Standards of Professional Conduct and are subject to a disciplinary process. Designees renew their designation every two-years by completing 16 hours of continuing education, reaffirming adherence to the Standards of Professional Conduct and complying with self-disclosure requirements.

### Certified Exit Planning Advisor (“CEPA”)

The Certified Exit Planning Advisor and CEPA are professional certification marks granted by The Exit Planning Institute<sup>®</sup>. It is recognized as the designation that business owners look for when looking for a trusted advisor. CEPA applicants must meet the strict requirements, including: a minimum of a bachelor’s degree from an accredited U.S. college or university (or the equivalent from a foreign university); completion of the 5-day CEPA program taught by a faculty of experts; and passing the CEPA exam consisting of 150 multiple choice questions. Applicants must also have 5 years of experience dealing with the owners of privately-held businesses in some advisory capacity. All applicants for the CEPA program must sign an attestation agreeing to abide by the Code of Ethics and Professional Standards of the Exit Planning Institute.

CEFA advisors must complete ongoing continuing professional education and ethics requirements to maintain their certification, with a recertification every three years and completing 40 hours of continuing education. More information on the CEPA designation can be found on the Exit Planning website: [www.exit-planning-institute.org](http://www.exit-planning-institute.org).

### Certified Retirement Services Professional (“CRSP”)

Candidates for this designation must meet the following requirements:

- a minimum of three years- experience in ERISA and IRS Code/Regulations and completion of the approved employee benefit/retirement services training program; or five years- experience in ERISA, plus IRS Code/Regulations;

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- One letter of Recommendation from manager attesting to qualifications for certification including ERISA and IRS Code/Regulations experience.

### **Item 3 – Disciplinary Information**

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***There are no legal, civil or disciplinary events to disclose regarding Mr. Cobane.*** Mr. Cobane has never been involved in any regulatory, civil or criminal action. There have been no client complaints, lawsuits, arbitration claims or administrative proceedings against Mr. Cobane.

Securities laws require an advisor to disclose any instances where the advisor or its advisory persons have been found liable in a legal, regulatory, civil or arbitration matter that alleges violation of securities and other statutes; fraud; false statements or omissions; theft, embezzlement or wrongful taking of property; bribery, forgery, counterfeiting, or extortion; and/or dishonest, unfair or unethical practices. ***As previously noted, there are no legal, civil or disciplinary events to disclose regarding Mr. Cobane.***

However, we do encourage you to independently view the background of Mr. Cobane on the Investment Adviser Public Disclosure website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) by searching with his full name or his Individual CRD# 4773179.

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

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#### Insurance Agency Affiliations

Mr. Cobane is also a licensed insurance professional. Implementations of insurance recommendations are separate and apart from Mr. Cobane's role with Alpha Financial. As an insurance professional, Mr. Cobane will receive customary commissions and other related revenues from the various insurance companies whose products are sold. Mr. Cobane is not required to offer the products of any particular insurance company. Commissions generated by insurance sales do not offset regular advisory fees. This practice presents a conflict of interest in recommending certain products of the insurance companies. Clients are under no obligation to implement any recommendations made by Mr. Cobane or the Advisor. Mr. Cobane spends approximately 10% of his time per month in this capacity.

### **Item 5 – Additional Compensation**

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Mr. Cobane has additional business activities where compensation is received that are detailed in Item 4 above.

### **Item 6 – Supervision**

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Mr. Cobane serves as a Co-Founder and Partner of Alpha Financial and is also supervised by Greg Turcotte, the Chief Compliance Officer. Mr. Turcotte can be reached at (859) 785-2660.

Alpha Financial has implemented a Code of Ethics, an internal compliance document that guides each Supervised Person in meeting their fiduciary obligations to Clients of Alpha Financial. Further, Alpha Financial is subject to regulatory oversight by various agencies. These agencies require registration by Alpha Financial and its Supervised Persons. As a registered entity, Alpha Financial is subject to examinations by regulators, which may be announced or unannounced. Alpha Financial is required to periodically update the information provided to these agencies and to provide various reports regarding the business activities and assets of the Advisor.

## **Form ADV Part 2B – Brochure Supplement**

**for**

**Aaron P. Ammerman  
Co-Founder and Partner**

**Effective: March 17, 2023**

This Form ADV 2B (“Brochure Supplement”) provides information about the background and qualifications of Aaron P. Ammerman (CRD# 2178388) in addition to the information contained in the Alpha Financial Partners LLC (“Alpha Financial” or the “Advisor”, CRD# 306639) Disclosure Brochure. If you have not received a copy of the Disclosure Brochure or if you have any questions about the contents of the Alpha Financial Disclosure Brochure or this Brochure Supplement, please contact the Advisor at (859) 785-2660.

Additional information about Mr. Ammerman is available on the SEC’s Investment Adviser Public Disclosure website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) by searching with his full name or his Individual CRD# 2178388.

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<https://AlphaKY.com>

## Item 2 – Educational Background and Business Experience

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Aaron P. Ammerman, born in 1973, is dedicated to advising Clients of Alpha Financial as a Co-Founder and Partner. Mr. Ammerman earned a Masters in Economics from University of East London in 1998 and a B.A. in Business Administration from Asbury University in 1995. Additional information regarding Mr. Ammerman's employment history is included below.

### Employment History:

Co-Founder and Partner, Alpha Financial Partners LLC	01/2020 to Present
Registered Representative, Purshe Kaplan Sterling Investments, Inc.	01/2020 to 12/2022
Senior Vice President - Investments, UBS Financial Services, Inc.	11/2000 to 01/2020
Regional Institutional Sales, PaineWebber, Inc.	06/1991 to 11/2000

## Item 3 – Disciplinary Information

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**There are no legal, civil or disciplinary events to disclose regarding Mr. Ammerman.** Mr. Ammerman has never been involved in any regulatory, civil or criminal action. There have been no client complaints, lawsuits, arbitration claims or administrative proceedings against Mr. Ammerman.

Securities laws require an advisor to disclose any instances where the advisor or its advisory persons have been found liable in a legal, regulatory, civil or arbitration matter that alleges violation of securities and other statutes; fraud; false statements or omissions; theft, embezzlement or wrongful taking of property; bribery, forgery, counterfeiting, or extortion; and/or dishonest, unfair or unethical practices. **As previously noted, there are no legal, civil or disciplinary events to disclose regarding Mr. Ammerman.**

However, we do encourage you to independently view the background of Mr. Ammerman on the Investment Adviser Public Disclosure website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) by searching with his full name or his Individual CRD# 2178388.

## Item 4 – Other Business Activities

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### Insurance Agency Affiliations

Mr. Ammerman is also a licensed insurance professional. Implementations of insurance recommendations are separate and apart from Mr. Ammerman's role with Alpha Financial. As an insurance professional, Mr. Ammerman will receive customary commissions and other related revenues from the various insurance companies whose products are sold. Mr. Ammerman is not required to offer the products of any particular insurance company. Commissions generated by insurance sales do not offset regular advisory fees. This practice presents a conflict of interest in recommending certain products of the insurance companies. Clients are under no obligation to implement any recommendations made by Mr. Ammerman or the Advisor. Mr. Ammerman spends approximately 10% of his time per month in this capacity.

## Item 5 – Additional Compensation

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Mr. Ammerman has additional business activities where compensation is received that are detailed in Item 4 above.

## Item 6 – Supervision

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Mr. Ammerman serves as a Co-Founder and Partner of Alpha Financial and is also supervised by Greg Turcotte, the Chief Compliance Officer. Mr. Turcotte can be reached at (859) 785-2660.

Alpha Financial has implemented a Code of Ethics, an internal compliance document that guides each Supervised Person in meeting their fiduciary obligations to Clients of Alpha Financial. Further, Alpha Financial is subject to regulatory oversight by various agencies. These agencies require registration by Alpha Financial and its Supervised Persons. As a registered entity, Alpha Financial is subject to examinations by regulators, which may be announced or unannounced. Alpha Financial is required to periodically update the information provided to these agencies and to provide various reports regarding the business activities and assets of the Advisor.

Alpha Financial Partners LLC  
710 E. Main Street, Suite 110, Lexington, KY 40502  
Phone: (859) 785-2660 | Fax: (859) 317-5724  
<https://AlphaKY.com>



## **Form ADV Part 2B – Brochure Supplement**

**for**

**Greg M. Turcotte, CFP®  
Chief Compliance Officer**

**Effective: March 17, 2023**

This Form ADV 2B (“Brochure Supplement”) provides information about the background and qualifications of Greg M. Turcotte, CFP® (CRD# 5562095) in addition to the information contained in the Alpha Financial Partners LLC (“Alpha Financial” or the “Advisor”, CRD# 306639) Disclosure Brochure. If you have not received a copy of the Disclosure Brochure or if you have any questions about the contents of the Alpha Financial Disclosure Brochure or this Brochure Supplement, please contact the Advisor at (859) 785-2660.

Additional information about Mr. Turcotte is available on the SEC’s Investment Adviser Public Disclosure website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) by searching with his full name or his Individual CRD# 5562095.

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**Alpha Financial Partners LLC**  
710 E. Main Street, Suite 110, Lexington, KY 40502  
Phone: (859) 785-2660 | Fax: (859) 317-5724  
<https://AlphaKY.com>

## Item 2 – Educational Background and Business Experience

Greg M. Turcotte, CFP®, born in 1986, is dedicated to advising Clients of Alpha Financial as a Co-Founder and Partner as well as the Chief Compliance Officer. Mr. Turcotte earned a B.A. in Business Administration from Transylvania University in 2009. Additional information regarding Mr. Turcotte’s employment history is included below.

### Employment History:

Co-Founder, Partner and Chief Compliance Officer, Alpha Financial Partners LLC	01/2020 to Present
Registered Representative, Purshe Kaplan Sterling Investments, Inc.	01/2020 to Present
Financial Advisor, UBS Financial Services Inc.	09/2015 to 01/2020
Investment Advisor Representative, Stratos Wealth Partners, LTD	09/2013 to 09/2015
Registered Representative, LPL Financial, LLC	09/2013 to 09/2015
Part-time Golf Retail, The Golf Exchange	05/2013 to 09/2015

### CERTIFIED FINANCIAL PLANNER™ (“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. Currently, more than 87,000 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 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:

- 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 CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP®.

### **Item 3 – Disciplinary Information**

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***There are no legal, civil or disciplinary events to disclose regarding Mr. Turcotte.*** Mr. Turcotte has never been involved in any regulatory, civil or criminal action. There have been no client complaints, lawsuits, arbitration claims or administrative proceedings against Mr. Turcotte.

Securities laws require an advisor to disclose any instances where the advisor or its advisory persons have been found liable in a legal, regulatory, civil or arbitration matter that alleges violation of securities and other statutes; fraud; false statements or omissions; theft, embezzlement or wrongful taking of property; bribery, forgery, counterfeiting, or extortion; and/or dishonest, unfair or unethical practices. ***As previously noted, there are no legal, civil or disciplinary events to disclose regarding Mr. Turcotte.***

However, we do encourage you to independently view the background of Mr. Turcotte on the Investment Adviser Public Disclosure website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) by searching with his full name or his Individual CRD# 5562095.

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

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#### Broker-Dealer Affiliation

Mr. Turcotte is also a registered representative of Purshe Kaplan Sterling Investments, Inc. ("PKS"). PKS is a registered broker-dealer (CRD# 35747), member FINRA, SIPC. In Mr. Turcotte's separate capacity as a registered representative, Mr. Turcotte will receive commissions for the implementation of recommendations for commissionable transactions. Clients are not obligated to implement any recommendation provided by Mr. Turcotte. Neither the Advisor nor Mr. Turcotte will earn ongoing investment advisory fees in connection with any products or services implemented in Mr. Turcotte's separate capacity as a registered representative. Mr. Turcotte spends approximately 10% of his time per month in his role as a registered representative of PKS.

#### Insurance Agency Affiliations

Mr. Turcotte is also a licensed insurance professional. Implementations of insurance recommendations are separate and apart from Mr. Turcotte's role with Optimal Wealth. As an insurance professional, Mr. Turcotte will receive customary commissions and other related revenues from the various insurance companies whose products are sold. Mr. Turcotte is not required to offer the products of any particular insurance company. Commissions generated by insurance sales do not offset regular advisory fees. This practice presents a conflict of interest in recommending certain products of the insurance companies. Clients are under no obligation to implement any recommendations made by Mr. Turcotte or the Advisor. Mr. Turcotte spends approximately 10% of his time per month in this capacity.

### **Item 5 – Additional Compensation**

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Mr. Turcotte has additional business activities where compensation is received that are detailed in Item 4 above.

### **Item 6 – Supervision**

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Mr. Turcotte serves as a Co-Founder and Partner as well as the Chief Compliance Officer of Alpha Financial. Mr. Turcotte can be reached at (859) 785-2660.

Alpha Financial has implemented a Code of Ethics, an internal compliance document that guides each Supervised Person in meeting their fiduciary obligations to Clients of Alpha Financial. Further, Alpha Financial is subject to regulatory oversight by various agencies. These agencies require registration by Alpha Financial and its Supervised Persons. As a registered entity, Alpha Financial is subject to examinations by regulators, which may be announced

or unannounced. Alpha Financial is required to periodically update the information provided to these agencies and to provide various reports regarding the business activities and assets of the Advisor.

## Privacy Policy

Effective Date: March 17, 2023

### Our Commitment to You

Alpha Financial Partners LLC (“Alpha Financial” or the “Advisor”) is committed to safeguarding the use of personal information of our Clients (also referred to as “you” and “your”) that we obtain as your Investment Advisor, as described here in our Privacy Policy (“Policy”).

Our relationship with you is our most important asset. We understand that you have entrusted us with your private information, and we do everything that we can to maintain that trust. Alpha Financial (also referred to as “we”, “our” and “us”) protects the security and confidentiality of the personal information we have and implements controls to ensure that such information is used for proper business purposes in connection with the management or servicing of our relationship with you.

Alpha Financial does not sell your non-public personal information to anyone. Nor do we provide such information to others except for discrete and reasonable business purposes in connection with the servicing and management of our relationship with you, as discussed below.

Details of our approach to privacy and how your personal non-public information is collected and used are set forth in this Policy.

### Why you need to know?

Registered Investment Advisors (“RIAs”) must share some of your personal information in the course of servicing your account. Federal and State laws give you the right to limit some of this sharing and require RIAs to disclose how we collect, share, and protect your personal information.

### What information do we collect from you?

Social security or taxpayer identification number	Assets and liabilities
Name, address and phone number[s]	Income and expenses
E-mail address[es]	Investment activity
Account information (including other institutions)	Investment experience and goals

### What Information do we collect from other sources?

Custody, brokerage and advisory agreements	Account applications and forms
Other advisory agreements and legal documents	Investment questionnaires and suitability documents
Transactional information with us or others	Other information needed to service account

### How do we protect your information?

To safeguard your personal information from unauthorized access and use we maintain physical, procedural and electronic security measures. These include such safeguards as secure passwords, encrypted file storage and a secure office environment. Our technology vendors provide security and access control over personal information and have policies over the transmission of data. Our associates are trained on their responsibilities to protect Client’s personal information.

We require third parties that assist in providing our services to you to protect the personal information they receive from us.

**How do we share your information?**

An RIA shares Client personal information to effectively implement its services. In the section below, we list some reasons we may share your personal information.

Basis For Sharing	Do we share?	Can you limit?
<p><b>Servicing our Clients</b>                      We may share non-public personal information with non-affiliated third parties (such as administrators, brokers, custodians, regulators, credit agencies, other financial institutions) as necessary for us to provide agreed upon services to you, consistent with applicable law, including but not limited to: processing transactions; general account maintenance; responding to regulators or legal investigations; and credit reporting.</p> <p>Alpha Financial shares Client information with PKS. This sharing is due to the oversight PKS has over certain Supervised Persons of the Advisor. You may also contact us at any time for a copy of the PKS Privacy Policy.</p>	Yes	No
<p><b>Marketing Purposes</b>                      Alpha Financial does not disclose, and does not intend to disclose, personal information with non-affiliated third parties to offer you services. Certain laws may give us the right to share your personal information with financial institutions where you are a customer and where Alpha Financial or the client has a formal agreement with the financial institution. <b>We will only share information for purposes of servicing your accounts, not for marketing purposes.</b></p>	No	Not Shared
<p><b>Authorized Users</b>                      Your non-public personal information may be disclosed to you and persons that we believe to be your authorized agent[s] or representative[s].</p>	Yes	Yes
<p><b>Information About Former Clients</b>                      Alpha Financial does not disclose and does not intend to disclose, non-public personal information to non-affiliated third parties with respect to persons who are no longer our Clients.</p>	No	Not Shared

**Changes to our Privacy Policy**

We will send you a copy of this Policy annually for as long as you maintain an ongoing relationship with us.

Periodically we may revise this Policy, and will provide you with a revised Privacy Policy if the changes materially alter the previous Privacy Policy. We will not, however, revise our Privacy Policy to permit the sharing of non-public personal information other than as described in this notice unless we first notify you and provide you with an opportunity to prevent the information sharing.

**Any Questions?**

You may ask questions or voice any concerns, as well as obtain a copy of our current Privacy Policy by contacting the Advisor at (859) 785-2660.