



Firm Brochure - Form ADV Part 2A

February 2, 2025

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Item 1: Cover Page

This Firm Brochure provides information about the qualifications and business practices of Concurrent Financial Planning Center, LLC, doing business as Concurrent Wealth Management ("Concurrent"). If you have any questions about the contents of this Firm Brochure, please contact us at 888.332.2372 or contact@concurrentfp.com.

The information in this Firm Brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority. Additional information about Concurrent is also available on the SEC's Investment Adviser Public Disclosure website at www.adviserinfo.sec.gov by searching for our firm name or by our CRD Number 293564.

Concurrent is a registered investment adviser. Registration of an investment adviser does not imply any level of skill or training.

Item 2 Material Changes

We will promptly update this Firm Brochure when material changes occur. Material changes are summarized in this section.

We initially provide you with a copy of our Firm Brochure when we enter into an agreement with you. On an annual basis, we will provide you with a Summary of Material Changes within 120 days of our fiscal year end. In the alternative, we may choose to provide you with a complete copy of our Firm Brochure.

Since our last annual amendment dated March 31, 2024, we have made the following material changes:

- We have changed our trade name from Concurrent Financial Planning to Concurrent Wealth Management, to better reflect our service offerings.
- We have updated the description of our services in [Item 4 - Advisory Services](#). We have enhanced our Life Money Balance® (LMB®) services, offering varying service levels depending on your needs. In addition, we now include estate planning services using an estate planning technology platform to deliver commonly needed estate planning documents. Additional information is included for our Corporate Financial Wellness programs.
- We have updated our fee structures in [Item 5 - Fees and Compensation](#) to provide greater clarity on our fees and fee practices.
- We have updated [Item 12 - Brokerage Practices](#) to more accurately describe our relationships with qualified custodians.
- We have provided additional information in [Item 16 - Investment Discretion](#) to clarify when we have discretion over your accounts.

Please review the Items listed above for additional information. If you have any questions or need additional information, please let us know.

Note that we may have made other changes that are editorial in nature, to correct grammatical or typographical errors, to provide additional information or clarifications, or to correct formatting issues. We do not consider these changes to be material.

You may view our current Firm Brochure online at the SEC's Investment Adviser Public Disclosure website at <http://www.adviserinfo.sec.gov> by searching for our firm name or by our CRD number 293564. You may also request a copy of this Disclosure Brochure at any time, by contacting us at 888.332.2372.

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Item 4 Advisory Business

Firm Description

Concurrent Financial Planning Center, LLC, doing business as Concurrent Wealth Management (“Concurrent”), is a limited liability company formed under the laws of the State of Texas in January 2018, and has been registered as a registered investment adviser since June 2018. Preston D. Cherry and Eiman Osseilan are the principal owners of the firm. Concurrent is a virtual-based firm that provides personalized advisory services. Our cornerstone program is Life Money Balance® (LMB®) which offers comprehensive financial planning, financial coaching, and estate planning services. We also offer investment management services, retirement plan consulting services, corporate financial wellness, and educational seminars, webinars, and speaking engagements. Each of these services is described in more detail below.

As a fee-only firm, our compensation is solely from fees paid by clients. Concurrent does not receive compensation from outside sources, such as commissions or referral fees. We are not affiliated with entities that sell financial products or securities.

Types of Advisory Services

[Life Money Balance® \(LMB®\) Services](#)

Life Money Balance® (LMB®) services include comprehensive financial planning, financial coaching, and estate planning services.

Comprehensive Financial Planning

Concurrent offers comprehensive financial planning services that provide analysis and recommendations of financial topics relevant to each client’s circumstances. Our service offerings include the following:

- **LMB® One-Time - Core Wealth Plan:** This service is designed for do-it-yourself households. We will prepare a one-time comprehensive financial plan that provides focused financial guidance with actionable advice across key, select financial areas. This service typically includes three meetings and email support over a three-month engagement. You are responsible for implementing any recommendations made in the plan. We do not provide any assistance with implementation, ongoing monitoring or updates of the plan.
- **LMB® Ongoing:** We will prepare an initial comprehensive financial plan, and will assist you with implementation of the plan recommendations. This service typically includes five meetings during the initial 12-month engagement. The service will automatically renew on an annual basis. Subsequent terms include three annual seasonal sessions. LMB® Ongoing features three service levels:
 - *Ascend Wealth Plan:* This service level is designed for couples or business professionals, and provides for wealth-building across essential estate, lifestyle, investment, tax, and retirement planning areas.
 - *Legacy Wealth Plan:* This service level is designed for business owners or senior-level professionals. It includes all the features of the Ascend Wealth Plan plus advanced tax strategies with estate, investment, retirement, equity compensation, business owner, asset protection, and succession planning.
- **LMB® Modern Family Office - Heritage Wealth Office:** This service is designed for multi-generational wealth planning. It includes all the features of the Legacy Wealth Plan, plus multi-generational wealth planning, philanthropy, family governance, and family wealth education. We provide an extensive meeting schedule with a tailored multi-professional wealth management team and unlimited communications access.

The LMB® comprehensive financial planning standard process is as follows:

- **Good Fit Meeting:** We'll begin with a no-cost, relaxed consultation where we dive deep into your goals and discuss our Life Money Balance® services. Together, we'll assess if we're the right fit. If not, we'll refer you to another firm that is more tailored to your needs.
- **Good Fit Decision:** If our services fit your needs, we'll give you a customized quote for our services. Once you sign the agreement and pay the upfront fee, we'll officially begin our planning partnership.
- **Discover Meeting:** Next, we'll discover your current situation and future aspirations, diving deep into your unique story and values. Together, we'll prioritize your goals, gather the necessary documents, and craft a custom financial plan that reflects the life you desire now and in the future.
- **Money Psychology:** We'll then engage in meaningful discussions and review human-focused exercises to help propel your financial journey forward. This key part of our process allows us to ensure that your financial plans align with your life goals and values.
- **Your Plan:** Next, we'll work together to craft a custom financial life plan tailored to your aspirations and values. We'll then discuss recommendations for the selected LMB® Planning Areas, adjusting as needed to achieve your desired lifestyle with confidence.
- **Implement:** Finally, it's time to take action depending on your plan. For LMB® One-Time plans, you are able to implement independently. For LMB® Ongoing plans, we guide the implementation process and regularly review for adjustments, ensuring your plan evolves with life's changes.

Financial Coaching

LMB® Financial Coaching is best suited for individuals whose household income is less than \$250,000, and who need assistance with fundamental finances and money mindset. Financial coaching is for educational purposes only and not considered financial advice.

We host an online course, "Flourish With Your Finances," (or other financial coaching title) designed for Gen X professionals and business owners. Our transformational personal finance course is a journey towards wealth-building and well-being education, helping you achieve your life goals and empower your finances.

We also offer LMB® Financial Coaching on an hourly basis, for a period not to exceed two months, for clients who need limited advice on the management of their financial resources. We help identify and remove the financial and emotional barriers which may be blocking progress, and to track and implement the goals and dreams identified in the discovery process. LMB® Financial Coaching is also helpful in successfully negotiating life transitions such as retirement, marriage, childbirth, divorce, or the death of a loved one.

Hourly LMB® Financial Coaching Services usually include general recommendations for a course of activity or specific actions you should take. Implementation of the recommendations will be at your discretion. We typically do not provide written analysis or recommendations.

Estate Planning

When appropriate based on your individual needs, we will guide you through an easy-to-navigate estate planning technology platform that delivers estate documents customized for a personalized fit. Note that Concurrent is not a law firm and cannot provide legal advice. Although the estate planning technology platform we use is designed to accommodate most common estate planning needs, if your estate planning needs are more complex, we encourage you to consult with a qualified estate planning attorney.

Investment Management Services

Our Investment Management Services include the supervision and continuous monitoring of your investment portfolio. We do not provide Investment Management Services as a standalone service. You must receive either LMB® Ongoing or LMB® Modern Family Office services before receiving Investment Management Services. Our Investment Management Services consider your individual needs, investment objectives, time horizon, and risk tolerance determined during the comprehensive financial planning process. We work with you to determine an appropriate investment strategy designed to meet your investment goals and objectives.

We provide our Investment Management Services on a discretionary basis, which means that you will grant us discretionary authority to determine the securities to buy and sell in your investment account, and the amount of securities to buy and sell, subject to the investment strategy we have established with you. With discretionary investment management, we are not required to give you advance notice or to seek your consent for any changes to your investment account. We do not offer Investment Management Services on a non-discretionary basis.

Although you retain ownership and control over your investment account, we ask that you refrain from conducting transactions in the account without first notifying us. Please coordinate with us on any anticipated deposits or withdrawals so we can ensure your investment strategy is maintained.

Separately Managed Accounts

When appropriate based on your financial circumstances, we may recommend a third-party investment manager (“Outside Manager”) that offers Separately Managed Accounts, to manage all or a part of your portfolio. We will assist you in selecting an appropriate asset allocation model, interacting with the Outside Manager, and monitoring the services provided by the Outside Manager to ensure that maintaining a Separately Managed Account with the Outside Manager remains appropriate. Generally, we have the discretion to select the appropriate strategy for your investment account. Once we have selected the appropriate strategy, the Outside Manager will manage your account on a discretionary basis. We encourage you to review the disclosure brochure of the Outside Manager for more details regarding the Outside Manager’s services and fees. Our review process and analysis of Outside Managers is discussed further in [Item 8 - Methods of Analysis, Investment Strategies and Risk of Loss](#) below.

Types of Investments

Concurrent primarily uses no-load mutual funds and exchange-traded funds (ETFs) as low-cost, tax-efficient ways of investing in stocks (equities) and bonds (fixed income). We also consider individual fixed income securities and equity securities if appropriate for your situation. Account supervision is directed by your stated objectives and desired investment strategy as determined during the financial planning process.

Investment strategies are generally long-term, depending upon your stated needs. Concurrent generally does not perform short-term trading except where the investment is sold because the purpose for holding the investment is no longer applicable or at your request.

Retirement Plan Consulting Services

Concurrent provides various consulting services to qualified employee benefit plans and their fiduciaries. This suite of institutional services is designed to assist plan sponsors in structuring, managing, and optimizing their corporate retirement plans. Each engagement is individually negotiated and customized, and may include any or all the following services:

- Plan Design and Strategy
- Plan Review and Evaluation
- Executive Planning and Benefits
- Investment Selection
- Plan Fee and Cost Analysis
- Plan Committee Consultation
- Fiduciary and Compliance
- Participant Education

As disclosed in the Advisory Agreement, certain of the foregoing services are provided by Concurrent as a fiduciary under the Employee Retirement Income Security Act of 1974, as amended ("ERISA"). In accordance with ERISA Section 408(b)(2), each plan sponsor is provided with a written description of our fiduciary status, the specific services to be rendered and all direct and indirect compensation we reasonably expect under the engagement.

[Corporate Financial Wellness](#)

Concurrent offers corporate financial wellness services to companies that offer their employees general wellness and retirement benefits programs. This service is designed to improve company members' financial and overall life well-being while enhancing their overall productivity and career satisfaction. Companies may choose to offer their employees a single workshop of approximately 60-90 minutes in duration, or an ongoing workshop series of 3-5 sessions to provide more in-depth content. We also offer one-on-one financial coaching for company executives and employees. Our comprehensive package offering includes workshops, one-on-one coaching, an online financial wellness community, online and onsite financial education workshops, online financial education and psychology resources, 401(k), and retirement readiness planning. Services can be tailored to each company based on its specific needs.

[Educational Seminars, Webinars, and Speaking Engagements](#)

Concurrent offers periodic financial educational seminars for those desiring general advice on personal finance and investing. Topics may include issues related to financial planning, college funding, estate planning, retirement strategies, the financial implications of marriage or divorce, or various other economic and investment topics.

Preston D. Cherry is a public speaker. His speaking engagements take a holistic approach to wealth by focusing on personal, spiritual, social, and corporate engagement.

Educational seminars, webinars, and speaking engagements are educational and motivational in nature and do not involve the sale of insurance or investment products. Information presented will not be based on any one person's need, and individualized investment advice is not provided to attendees during these events.

Tailored Client Relationships and Imposed Restrictions

Our advisory services are tailored to your individual needs, investment objectives, time horizon, and risk tolerance. Because our advisory services are based on your specific financial circumstances, you are urged to promptly notify us any time you experience changes to your financial circumstances, so we can determine if any changes to your investment strategy or our recommendations are necessary.

With regard to our Investment Management Services, you may request reasonable restrictions on investing in certain securities, types of securities, or industry sectors. We will make a reasonable attempt to honor any reasonable restrictions you request, but in the case of pooled investment vehicles such as mutual funds or ETFs where underlying holdings change frequently, we cannot guarantee restrictions will always be enforced. In addition, such restrictions may cause us to deviate from the investment decisions we would otherwise make in managing your account. In some cases, we may not be able to accommodate restrictions if they do not allow us to manage your portfolio in a prudent manner. You may also impose reasonable restrictions upon certain securities or types of securities in your Separately Managed Account managed by an Outside Manager.

Participation in Wrap Fee Programs

Concurrent does not participate in wrap fee programs.

Client Assets Under Management

We have updated our assets under management figures as required by regulations. As of December 31, 2024, Concurrent managed an estimated total of \$11,381,225 in assets client assets on a discretionary basis and \$ 0 in assets under management on a non-discretionary basis.

Item 5 Fees and Compensation

Methods of Compensation

Please note, unless you have received this brochure at least 48 hours prior to signing an Advisory Agreement, you may terminate the Advisory Agreement within five (5) business days of signing the Advisory Agreement without incurring any advisory fees.

Services are offered on a fee basis which may include advisory fees, hourly fees, consulting fees, as well as investment management fees based upon a percentage of assets under management. We believe our fees are reasonable for the services provided and in relation to fees charged by other advisers offering similar services. However, our fees may be higher or lower than fees charged by other advisers offering similar services.

How we are paid depends on the type of advisory service we are performing. Please review the fee and compensation information below. Unless otherwise noted below, our fees are generally not negotiable, but we reserve the right to offer fee waivers or discounts at our discretion. Therefore, some clients may pay different fees than the fee schedule shown below. Your exact fee and other terms will be outlined in the advisory agreement you sign.

Under no circumstances will the Concurrent require prepayment of a fee more than six months in advance and more than \$500.

Fees for Life Money Balance® (LMB®) Services

[LMB® One-Time Service – Core Wealth Plan](#)

The fee for a *Core Wealth Plan* is a fixed fee of \$6,000. An initial deposit of \$1,500 is due upon engagement, with the balance due upon delivery of the plan. The initial deposit is for client onboarding, data gathering, and setting the basis for the financial plan. This service automatically terminates upon the delivery of the financial plan.

[LMB® Ongoing Service](#)

Fees for LMB® Ongoing services are a fixed annual fee, based on the complexity of your financial circumstances. When fixed fees are based on complexity, we consider many factors, to determine a reasonable fee for services, such as family size, the number of documents to be reviewed, the number of existing investment accounts and/or specific securities to be analyzed, and the existence of unique or complicating circumstances. We will provide you with a quote of your specific fee prior to entering into an Advisory Agreement, and your specific fee will be outlined in your Advisory Agreement.

An initial deposit equal to one month's fee is due upon engagement, with the remaining balance payable on a monthly basis thereafter. The initial fee is for client onboarding, data gathering, and setting the basis for the financial plan.

Ongoing monthly fees are generally due in advance on the first day of each month. If fees are paid by electronic funds transfer, we use an independent third-party payment processor in which you can securely input banking information and pay the advisory fee through the secure portal. We will not have continuous access to your banking information. If you also engage Investment Management Services, fees will be deducted from your investment account, upon your authorization.

LMB® Ongoing services have an initial term of 12 months, and automatically renew for additional 12-month terms upon the anniversary date. Any changes in renewal terms will be communicated to you prior to your renewal date. Either party may terminate this service upon notice to the other party.

Fees for each service level are as follows:

- *Ascend Wealth Plan*: Starting at \$9,000 annually,
- *Legacy Wealth Plan*: Starting at \$15,000 annually

[LMB® Modern Family Office - Heritage Wealth Office](#)

The fee for Heritage Wealth Office is a fixed annual fee, based on the complexity of your financial circumstances, starting at \$45,000. When fixed fees are based on complexity, we consider many factors, to determine a reasonable fee for services, such as family size, the number of documents to be reviewed, the number of existing investment accounts and/or specific securities to be analyzed, and the existence of unique or complicating circumstances. We will provide you with a quote of your specific fee prior to entering into an Advisory Agreement, and your specific fee will be outlined in your Advisory Agreement.

Family Office quarterly fees are generally due in advance on the first day of each month. If you engage Investment Management Services, fees will be deducted from your investment account, upon your authorization.

Heritage Wealth Office services have an initial term of 12 months, and automatically renew for additional 12-month terms upon the anniversary date. Any changes in renewal terms will be communicated to you prior to your renewal date. Either party may terminate this service upon notice to the other party.

[LMB® Financial Coaching](#)

The online course, "Flourish With Your Finances," (or other financial coaching title) is offered at a fixed fee of \$475, payable upon registration.

LMB® Financial Coaching is also offered on an hourly basis, at the rate of \$800 per hour, for clients not currently receiving LMB® One-Time or LMB Ongoing services. Hourly services are most suitable for clients who wish to discuss no more than two financial planning topics, and generally will not exceed four hours over two months. For clients who wish to transition to an LMB® One-Time or LMB® Ongoing plan after an hourly engagement, any hourly fees already paid will be credited to the program's cost. Payments for hourly financial coaching sessions are generally paid upon scheduling the meeting.

LMB® Financial Coaching services will automatically terminate upon the conclusion of the online course or upon conclusion of the financial coaching project.

[LMB® Estate Planning](#)

LMB® Estate Planning service is a \$3,500 fixed fee, due upon engagement. This service automatically terminates upon delivery of the estate planning documents.

[Investment Management Services](#)

Investment Management Services are only provided in conjunction with LMB® Ongoing or LMB® Modern Family Office services and are not offered on a stand-alone basis. However, the fee for Investment Management Services is separate from fees for other services.

The annual fee for Investment Management Services is 0.35% of the market value of the assets we manage, paid quarterly in advance and based on the value as of the last day of the prior quarter. Investable assets include savings, taxable, non-taxable, and tax-deferred accounts, and the value of company stock (publicly traded and privately held), restricted stock units, and options.

Fees are generally paid monthly in advance. The initial fee is due and payable in advance, pro-rata, for the current month, based on the market value of your investable assets upon engagement.

Although management fees are not negotiable, Concurrent, in its sole discretion, may charge a lesser management fee based upon certain criteria (e.g., the dollar amount of assets to be managed, existing investment management client, anticipated future earning capacity, anticipated future additional assets, related accounts, account composition, and negotiations with the Client).

Your fee will be deducted from your brokerage account and paid directly to us by the qualified custodian that holds your account. You will authorize the qualified custodian to deduct fees from your account and pay them to us. If the account does not maintain a sufficient cash or money market balance to satisfy the fees, certain securities in the account may be liquidated in an amount sufficient to satisfy the fees payable to Concurrent. You may also make a payment to Concurrent in an alternative manner acceptable to Concurrent.

We will send you an invoice reflecting the formula used to calculate the fee, the amount of assets under management on which the fee is calculated, and the time period covered by the fee. We encourage you to review these invoices and compare them to the account statements you receive from the qualified custodian to verify that appropriate fees are being deducted from your account. The qualified custodian does not verify the accuracy of the investment advisory fees deducted. If you have any questions or concerns about your invoice, you are urged to contact us immediately.

You may terminate our Investment Management Services upon 30 days' written notice. Your final fee will be prorated based on the number of days services are provided during the final billing period, up to and including the termination date. Unearned fees paid in advance will be refunded upon termination.

Separately Managed Account Fees

When an Outside Manager is used to manage all or a portion of your investment portfolio using a Separately Managed Account, the Outside Manager charges an additional fee which varies based on the investment strategy used, ranging up to 2.50% annually. Generally, this fee is deducted directly from your account upon your written authorization incorporated into the Outside Manager's management agreement. The Outside Manager will pay Concurrent our portion of the aggregate fee. We do not charge additional fees. Generally, the advisory fees are calculated based on the value of all the assets. However, each Outside Manager on a multi-manager platform may calculate its fee based on the value of those assets in your account for which the Outside Manager provided management services. The fee for a Separately Managed Account additional fee will be discussed with you before the investment strategy is deployed with the Outside Manager. Additional information regarding the Outside Manager's services and fees is outlined in the Outside Manager's disclosure brochure.

Other Investment-Related Fees

Clients will also incur additional third-party fees and expenses ("third party fees") related to the management of investments and advisory service provisions. These fees may include but are not limited to no-load mutual fund ticket charges, brokerage transaction costs, deferred sales charges on previously purchased mutual funds, IRA maintenance fees, and other legal or transfer fees.

The account custodians, broker-dealers, mutual fund companies, and others who provide account services charge these fees, and clients are responsible for payment of all third-party fees and expenses. Also, clients whose assets are invested in mutual funds, exchange-traded funds, money market mutual funds, closed-end funds, and other investment company securities will incur additional expenses. These are direct expenses of the investment company that issues the security but a cost that is borne by investors (clients). The specific fees and expenses are outlined in the prospectus for each investment company security.

It is important to note that the advisory fees paid to our Firm are separate and distinct from the maintenance fees and transaction expenses charged by these third parties. Please also refer to [Item 12, Brokerage Practices](#), for information regarding our account custodian.

Retirement Plan Consulting Fees

Due to the wide variance in complexity and scope of work with Retirement Plan Consulting Services, as well as the requirements of plan service providers, each engagement is individually negotiated and tailored to accommodate the needs of the individual plan sponsor, as memorialized in the Advisory Agreement. Concurrent offers several fee options. We may be compensated based on an annual percentage of plan assets for services involving ongoing reviews, or an hourly fee or flat fee for project-based services. Alternatively, these different types of fees may also be combined as appropriate for the different types of services requested by the client. Typically, the annual fee ranges from 0.50% to 1.50% of plan assets, depending on the services requested and the plan size. The annual fees are negotiable, pro-rated, and paid in advance every quarter. Fees will be based on the value of the plan at the end of the quarter. Plan sponsors are invoiced in advance at the beginning of each calendar quarter. We impose a minimum fee of \$2,500 for project-based services, and hourly fees are charged at the rate of \$800 per hour.

Retirement Plan Services may be terminated by either party according to the terms outlined in the Advisory Agreement. Fees for partial billing periods will be prorated. If fees are paid in arrears, no refunds will be given. If fees are paid in advance, any unearned fees will be returned.

[Corporate Financial Wellness](#)

For our Corporate Financial Wellness services, our fees are as follows:

- **Single Workshop** (60-90 minutes): \$7,500 - \$15,000
 - Higher range for executive audiences or custom-tailored content.
- **Ongoing Workshop Series** (3-5 sessions): \$25,000 - \$50,000
 - Includes pre-session assessments and post-session follow-ups.
- **Comprehensive Program** (Annual): \$50,000 - \$100,000
 - Covers full suite of services: workshops, one-on-one coaching, digital tools, and progress reporting.
- **One-on-One Coaching and Planning Packages:**
 - *Executives:* See Concurrent Wealth Management services and fee schedule.
 - *Employees:* \$250 - \$400 per hour or bundled into organizational plans.

[Educational Seminars, Webinars, and Speaking Engagements](#)

Our fees for educational seminars, webinars, and speaking engagements are typically fixed fees and are negotiated on an individual basis, depending on factors such as content, amount of research conducted, number of hours of preparation needed, and the number of attendees. Our fees generally range from free to \$30,000. Fees may be paid by the event organizer or the event participants, and are typically paid in advance. If event participants are responsible for paying the fees, such obligation and the fee amount will be published on the event announcement or invitation. The fee is due before the commencement of the event.

Generally, fees for speaking engagements range from \$8,000 to \$30,000 plus travel expenses, depending on sponsor, date, location, and program requested. For all speeches, 50% of the balance is due before the event, and the remaining balance is due after the event. The fee range is based on the content, amount of research conducted, number of hours of preparation needed, and the number of

attendees. The content is based on topics that are currently relevant in the financial planning environment.

In case of inclement weather or flight cancellations, the speaker shall make all reasonable attempts to make alternative travel arrangements to arrive on time for the presentation. If travel proves impossible, or the event is otherwise canceled, the speaker's fee is waived, but the event organizer will still be responsible for reimbursement of any non-refundable travel expenses already incurred.

If the event organizer decides to cancel or change the date of the event for any reason besides weather or similar unforeseen causes, the event organizer will still be responsible for reimbursement of any non-refundable travel expenses already incurred and will provide payment for 50% of the speaker's fee if the cancellation occurs within 30 days of the event.

If the speaker must cancel due to health or similar unforeseen circumstances, the speaker will make all attempts to find a reasonable alternative engagement date and will absorb any incremental additional costs for obtaining alternative travel arrangements. If an alternative date cannot be obtained, the event organizer will not be responsible for any travel costs already incurred by the speaker or any portion of the speaker's fee.

Past Due Accounts

Concurrent reserves the right to stop work on any account that is more than 60 days overdue. Additionally, Concurrent reserves the right to terminate any engagement where a client has willfully concealed or refused to provide pertinent information about financial situations when necessary and appropriate, in our judgment, to provide proper financial advice. Any unused portion of fees collected in advance will be refunded within 30 days.

External Compensation for the Sale of Securities to Clients

Concurrent does not receive any compensation from outside sources, such as commissions or referral fees. We are not affiliated with entities that sell financial products or securities.

Item 6 Performance-Based Fees and Side-By-Side Management

We do not charge performance-based fees, which are fees based on a share of capital gains in your account. In addition, we do not perform side-by-side management, which refers to the practice of simultaneously managing accounts that pay performance-based fees (such as a hedge fund) and those that do not.

Item 7 Types of Clients

Concurrent provides personalized financial planning, investment management services, financial coaching and financial wellness services to individuals. Educational seminars, webinars, and speaking engagements are presented to individuals, businesses, or charitable organizations. We also provide retirement plan services to plan sponsors of employer-sponsored retirement plans. Client relationships vary in scope and length of service. We do not require a minimum portfolio size or charge a minimum annual fee for clients to open or maintain an account. However, we do impose minimum annual fees. Please see [Item 5 - Fees and Compensation](#) for details.

Item 8 Methods of Analysis, Investment Strategies, and Risk of Loss

Method of Analysis

We primarily use a fundamental approach that incorporates monetary policy, economic conditions, earnings, industry outlook, historical data, price-earnings ratios, dividends, the general level of interest rates, company management, debt ratios, and tax benefits to make our allocation decisions.

Limits of Fundamental Analysis: Fundamental analysis is a technique that attempts to determine a security's value by focusing on underlying factors that affect a company's actual business and its prospects by utilizing annual and quarterly reports containing two key financial statements (balance sheet and income statement).

- Fundamental tends to make forecast predictions about the future based on the potential strength or weakness of past and present quantitative and qualitative data that may not come true.
- Fundamental analysis can be a lengthy, complex process.
- Fundamental analysis tends to not consider the market supply and demand (i.e. price trends, information availability) in security.

Past performance and the fundamental financial strength of a company is no guarantee of future results.

In addition to fundamental analysis, Concurrent may also employ technical analysis. Technical analysis is used for analyzing various economic and market trends. These trends, both short- and long-term, are used for determining specific trade entry and exit points and broad economic analysis. These trends may include put/call ratios, pricing trends, moving averages, volume, and changes in volume, among others.

Limits of technical analysis: Technical analysis is the study of past market action to try to gauge what the market might do in the future. Technical analysis does not care about the "value" of a company. Technical analysis is only interested in the price movements in the market. There are three basic assumptions that technical analysis is built from:

- All known information related to security is reflected in the price of the stock. This includes fundamental factors.
- Prices move in trends: In technical analysis prices of securities tend to move in observable trends with a tendency to stay in the trend.
- History repeats itself: Technical analysis is the study of what has happened to the price of a security in the past with the expectation that history tends to repeat itself. The repetitive nature of price movements is attributed to market psychology.

Keep in mind that technical analysis is performed by humans, it is not an exact science, and as such, is not perfect. Technical analysis only focuses on market action. Technical analysis is only one approach to analyzing stocks. Past performance, price trends and history are no guarantee of future results. Furthermore, all information related to securities tends not to be reflected in the price of the stock.

[Sources of Information](#)

Research and analysis are derived from numerous sources, including financial media companies, third-party research materials, Internet sources, corporate rating services, and review of company activities, including annual reports, prospectuses, filings with the Securities and Exchange Commission, press releases and research prepared by others. Employees of Concurrent also participate in conference calls and industry conferences. Recommendations are based on publicly available reports, analysis, research materials, computerized programs and models, and various subscription services.

Investment Strategies

Through the financial planning process, we assess each client's goals, needs, current financial situation, and risk tolerance to provide effective Investment Management Services. Based upon this assessment and our best judgment, we create an investment strategy and make asset allocation decisions to help you achieve your overall financial objectives while minimizing risk.

The primary investment strategy used on client accounts is strategic asset allocation utilizing a core and satellite approach. We use passively-managed, low-cost mutual funds (typically index mutual funds) and exchange-traded funds (ETFs) as the core investments and actively-managed mutual funds where fund managers have opportunities to create value by security selection. Mutual funds and ETFs are chosen for liquidity purposes, as well as the ability to utilize skilled managers in each asset class at relatively low costs.

Our asset allocation strategy also may reflect different asset classes (e.g., security type, geographic location, and capitalization) and investment styles (e.g., growth and value) as appropriate for each client. A fundamental, long-term buy-and-hold approach to investment selection and implementation with an emphasis on proper re-balancing is favored.

Asset allocation is a strategy designed to mitigate risk, but does not guarantee a profit or protect against losses. We build investment portfolios using an asset allocation target based on their investment strategy, allocating your investments across asset classes, sectors, and industries.

Long-term trading is designed to capture market rates of both return and risk. Due to its nature, the long-term investment strategy can expose investment portfolios to various types of risk that will typically surface at various intervals. These risks include but are not limited to inflation (purchasing power) risk, interest rate risk, economic risk, market risk, and political/regulatory risk.

As described in [Item 4 - Advisory Business](#) above, we may recommend the use of an Outside Manager to manage all or a portion of your investment portfolio using Separately Managed Accounts. Our analysis of Outside Managers involves the examination of the experience, expertise, investment philosophies, and past performance of the Outside Manager in an attempt to determine if that Outside Manager has demonstrated an ability to invest over a period of time and in different economic conditions. We monitor the Outside Manager's underlying holdings, strategies, concentrations and leverage as part of our overall periodic risk assessment. Additionally, as part of our due-diligence process, we survey the Outside Manager's compliance and business enterprise risks.

Risk of Loss

INVESTING IN SECURITIES INVOLVES A RISK OF LOSS THAT CLIENTS SHOULD BE PREPARED TO BEAR. CLIENTS MAY LOSE ALL OR A SUBSTANTIAL AMOUNT OF THEIR INVESTMENT.

Although we utilize conventional investment analysis methods and strategies, there remains some level of material risk. We primarily utilize fundamental analysis methods that measure the risks of companies by formulating assumptions based on historical financial representations. Although we use valid data sources, examine expense ratios, review return, and risk ratings extensively, refer to economic indicators, review the implications of monetary policy, and consider management team tenure, our strategies are implemented because of assumptions that are derived from the analysis of historical data.

The results of investment strategies derived from this method of analysis are not guaranteed, and the past performance of an investment is not indicative of future financial returns. Clients should be aware that all securities and/or investment strategies have various types of risks. While it is impossible to name all potential risks associated with our specific methods of analysis and investment strategies, some risks are as follows:

- **Market Risk:** The price of a security may drop in reaction to tangible and intangible events and conditions. This type of risk is caused by external factors independent of a security's

particular underlying circumstances. For example, political, economic, and social conditions may trigger market events.

- **Asset Allocation Risks:** The asset classes represented in a client's portfolio holdings can perform differently from each other at any given time, as well as over the long term. A client's portfolio holdings will be affected by the allocation among exchange-traded funds, mutual funds, and occasionally fixed income securities (bonds) and equities. If any asset class that comprises a client's holdings underperforms, the performance of other asset classes may suffer.
- **Time Horizon Risks:** A client may require the liquidation of portfolio holdings at a time earlier than the anticipated stated time horizon. If liquidations occur during a period that portfolio values are low, the client will not realize as much value as he/she would have, had the portfolio holdings had the opportunity to gain value (or regain its value) as investments frequently do.
- **Regulatory and Governmental Risk:** Changes in laws and regulations can change the value of securities. Certain industries are more susceptible to government regulation. If portfolio holdings are invested heavily in a particular sector or industry, correlating changes in zoning, tax structure, or specific industry regulations could have an impact on returns or holdings.
- **Reliance on Adviser:** The performance of clients' portfolio holdings depends on the skill and expertise of our staff to make appropriate investment decisions. The success of client portfolios depends upon our ability to develop and implement investment strategies and to apply investment techniques and risk analyses that achieve a client's investment objectives. Subjective decisions made by us may cause portfolios to incur losses or to miss profit opportunities on which it may otherwise have capitalized.
- **Interest Rate Risk:** Fluctuations in interest rates can affect the prices of securities. For example, when interest rates rise, yields on existing bonds become less attractive, causing their market values to decline.
- **Inflation Risk:** When any type of inflation is present, a dollar today will not buy as much as a dollar next year because purchasing power is eroding at the rate of inflation.
- **Currency Risk:** Non-U.S. investments are subject to fluctuations in the value of the dollar against the currency of the investment's originating country. This is also referred to as exchange rate risk.
- **Reinvestment Risk:** This is the risk that future proceeds from investments may have to be reinvested at a potentially lower rate of return (i.e., interest rate). This primarily relates to fixed-income securities.
- **Business Risk:** This risk is associated with investing in a particular industry or company within an industry. For example, oil-drilling companies depend on finding oil and then refining it (a lengthy process) before they can generate a profit. These companies carry a higher risk of profitability than an electric company, which generates its income from a steady stream of customers who buy electricity despite the economic environment.
- **Liquidity Risk:** Liquidity is the ability to readily convert an investment into cash. Generally, assets are more liquid if many traders are interested in a standardized product. For example, Treasury Bills are highly liquid, while real estate properties are not.
- **Financial Risk:** Excessive borrowing to finance business operations increases the risk of profitability because the company must meet the terms of its obligations in good times and bad. During periods of financial stress, the inability to meet loan obligations may result in bankruptcy and/or a declining market value.
- **Geopolitical Risk:** Investments may lose value in the market because of political decisions or disruptions in a particular country or region.
- **Catastrophic Events:** In addition to general market risks, investments may be subject to the risk of loss arising from direct or indirect exposure to a number of types of catastrophic events, such as global pandemics, natural disasters, acts of terrorism, cyber-attacks, or network outages. The extent and impact of any such event on investment strategies will depend on many factors, including the duration and scope of the event, the extent of any governmental

restrictions, the effect on the supply chain, overall consumer confidence, and the extent of the disruption to global and domestic markets.

Notwithstanding the method of analysis or investment strategy we employ, the assets within a portfolio are subject to the risk of devaluation or loss. There is no guarantee that portfolio holdings or investment assets will achieve the desired investment objectives. Many different events can affect the value of investment assets or portfolio holdings, including, but not limited to, changes in the financial status of companies, market fluctuations, changes in exchange rates, trading suspensions and delays, economic reports, and natural disasters. While this information provides a synopsis of the events that may affect investments, this listing is not exhaustive.

Risks Associated with Securities

Apart from the general risks outlined above which apply to all types of investments, specific securities may have other risks.

- **Common stocks** may go up and down in price quite dramatically, and in the event of an issuer's bankruptcy or restructuring could lose all value. A slower growth or recessionary economic environment could have an adverse effect on the price of all stocks.
- **Corporate Bonds** are debt securities to borrow money. Generally, issuers pay investors periodic interest and repay the amount borrowed either periodically during the life of the security and/or at maturity. Alternatively, investors can purchase other debt securities, such as zero-coupon bonds, which do not pay current interest, but rather are priced at a discount from their face values and their values accrete overtime to face value at maturity. The market prices of debt securities fluctuate depending on such factors as interest rates, credit quality, and maturity. In general, market prices of debt securities decline when interest rates rise and increase when interest rates fall. The longer the time to a bond's maturity, the greater its interest rate risk.
- **Municipal Bonds** are debt obligations generally issued to obtain funds for various public purposes, including the construction of public facilities. Municipal bonds pay a lower rate of return than most other types of bonds. However, because of a municipal bond's tax-favored status, investors should compare the relative after-tax return to the after-tax return of other bonds, depending on the investor's tax bracket. Investing in municipal bonds carries the same general risks as investing in bonds in general. Those risks include interest rate risk, reinvestment risk, inflation risk, market risk, call or redemption risk, credit risk, and liquidity and valuation risk.
- **Potential Price Uncertainty (MFs):** With an individual stock or an ETF, an investor can obtain real-time (or close to real-time) pricing information with relative ease by checking financial websites or by calling a broker. By contrast, with a mutual fund, the price at which an investor purchases or redeems shares will depend on the fund's NAV, which the fund might not calculate until many hours after an order has been placed. Mutual funds are required by law to price their shares each business day and they typically do so after the major U.S. exchanges close. This means that, when an investor places a purchase order for mutual fund shares during the day, the investor will not know what the purchase price is until the next NAV is calculated.
- **Bid-ask spread (ETFs):** and other securities that trade on a securities market have two market prices— the bid price and the ask price. The term bid refers to the highest price a buyer will pay to buy a specified number of ETF shares at any given time. The term ask refers to the lowest price at which a seller will sell the ETF shares. The bid price will be lower than U.S. SECURITIES AND EXCHANGE COMMISSION | 29 the ask price and the difference between two prices is called the spread. An example is an ETF share that is trading for \$59.50/\$60. The bid price is \$59.50, the ask price is \$60.00, and the spread is 50 cents. If an investor buys 200 ETF shares at the ask price of \$60 and sells them immediately at the bid price of \$59.50, the investor will incur a loss of \$100. This example demonstrates the impact of the spread on an ETF investment. ETFs that are more liquid and have higher trading volume have tighter or smaller

spreads. The spread can be thought of as a hidden cost to investors since spreads reduce potential returns.

- **Changes in discounts and premiums to NAV(ETFs):** For a variety of reasons, an ETF's market price may reflect a premium or a discount to the ETF's underlying value or NAV. This is a potential cost but also a potential gain. An ETF share is trading at a premium when its market price is higher than the NAV or the value of its underlying holdings. An ETF share is trading at a discount when its market price is lower than the NAV or value of its underlying holdings. An investor may, therefore, pay more or less than the NAV when buying shares or receive more or less than NAV when selling shares.
- **Tax Consequences (ETFs and MFs):** When an investor buys and holds an individual stock or bond, the investor must pay income tax each year on the dividends or interest received. But the investor will not have to pay any capital gains tax until he or she sells and unless he or she makes a profit. Mutual funds and ETFs are somewhat different. As with an individual stock, when an investor buys and holds mutual fund or ETF shares the investor will owe income tax each year on any dividends received. In addition, the investor will also owe taxes on any personal capital gains in years when an investor sells shares. However, unlike with an individual stock, an investor may also have to pay taxes each year on the mutual fund's or ETF's capital gains even if the mutual fund or ETF has had a negative return and the investor has not sold any shares. That is because the law requires mutual funds and ETFs to distribute any net capital gains on the sale of portfolio securities to shareholders.
- **Investment Companies Risk.** When a client invests in open-end mutual funds or ETFs, the Client indirectly bears its proportionate share of any fees and expenses payable directly by those funds. Therefore, the Client will incur higher expenses, many of which may be duplicative. In addition, the Client's overall portfolio may be affected by losses of an underlying fund and the level of risk arising from the investment practices of an underlying fund (such as the use of derivatives). ETFs are also subject to the following risks: (i) an ETF's shares may trade at a market price that is above or below their net asset value; (ii) the ETF may employ an investment strategy that utilizes high leverage ratios; or (iii) trading of an ETF's shares may be halted if the listing exchange's officials deem such action appropriate, the shares are delisted from the exchange, or the activation of market-wide "circuit breakers" (which are tied to large decreases in stock prices) halts stock trading generally. The Adviser has no control over the risks taken by the underlying funds in which clients invest.
- **Cryptocurrency** is a digital representation of value that functions as a medium of exchange, a unit of account, or a store of value, but it does not have legal tender status. Cryptocurrencies are sometimes exchanged for U.S. dollars or other currencies around the world, but they are not generally backed or supported by any government or central bank. Their value is completely derived from market forces of supply and demand, and they are more volatile than traditional currencies. Purchasing cryptocurrencies comes with several risks, including volatile market price swings or flash crashes, fraud, market manipulation, and cybersecurity risks. In addition, cryptocurrency markets and exchanges are not regulated with the same controls or customer protections available in equity, option, futures, or foreign exchange investing. There is no assurance that a person who accepts a cryptocurrency as payment today will continue to do so in the future.

Item 9 Disciplinary Information Legal and Disciplinary

Neither our Firm nor management personnel has been involved in any industry-related legal or disciplinary event.

Item 10 Other Financial Industry Activities and Affiliations

Neither our firm nor any of our management personnel are registered, or have an application pending to register, as a broker-dealer or a registered representative of a broker-dealer. In addition, neither our firm nor any of our management personnel are registered, or have an application pending to register, as a futures commission merchant, commodity pool operator, a commodity trading advisor, or an associated person of the foregoing entities.

Based on the services you need, we may recommend that you use one of several unaffiliated registered broker-dealers as the qualified custodian and broker for your accounts. We have established relationships with custodians that help facilitate our management of your accounts. Further information regarding these custodial relationships is provided in Item 12 below.

As described in Item 4 above, when appropriate based on your financial circumstances, we may recommend third-party investment managers ("Outside Managers") that offer Separately Managed Accounts. We assist you in selecting an appropriate allocation model, interacting with the Outside Manager, and will continuously assess the Outside Manager to ensure maintaining the investment account with the Outside Manager remains appropriate. We receive a portion of the investment advisory fee you pay to these Outside Managers. Therefore, we have an incentive to make these recommendations. However, as a fiduciary, we will only recommend the use of an Outside Manager when it is in your best interest based on your financial circumstances.

Other than the items disclosed above, we do not engage in any relationship or arrangement with financial services entities that create any material conflicts of interest between us and our clients.

Preston D. Cherry is a public speaker, educational instructor, and financial coach. His speaking engagements take a holistic approach to wealth by focusing on personal, spiritual, social, and corporate engagement. Educational topics include a holistic approach to wealth by focusing on personal, spiritual, social, corporate engagement, and all domain topics covered on the Certified Financial Planner® exam. Financial coaching financial education about personal finance and financial wellness for education purposes only not constituting as advice. He coaches individuals, companies, and groups in the personal finance education consumer market.

Preston D. Cherry is a financial coach and consultant for Carson Coaching. He coaches financial advisers/planners on professional and practices management concepts and growth.

Philip S. Gibson is a Professor and Director of Financial Planning at Winthrop University. He provides classroom instruction to students. This activity is not investment-related and does not present conflicts of interest to Concurrent clients.

Ajamu C. Loving is an Associate Professor of Finance at the University of North Texas at Dallas. He provides classroom instruction to students. He is also the owner of Loving Consulting, LLC. Through this entity, he participates in speaking engagements and consulting activities. These activities are not investment-related and do not present conflicts of interest to Concurrent clients.

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

Code of Ethics

Concurrent adheres to the Certified Financial Planner Board of Standards, Inc, Financial Planning Association (FPA), and the Financial Therapy Association (FTA) code of ethics. All documents are available upon request.

Participation or Interest in Client Transactions

We do not manage any proprietary funds or private investments; therefore, we do not have any material financial interest in any investments that may be used in client portfolios. We do not engage in principal transactions or agency cross transactions.

We invest predominantly in open-end mutual funds and exchange traded funds (ETFs), which helps to reduce conflicts of interest between trades made in accounts of our firm and our employees, even when such accounts invest in the same securities. However, in the event of other identified potential trade conflicts of interest, our goal is to place client interests first.

You should be aware that we manage investments for other clients and may give them advice or take actions for them or for our personal accounts that is different from the advice we provide to you or actions taken for you. We are not obligated to buy, sell or recommend to you any security or other investment we may buy, sell or recommend for any other clients or for our own accounts.

Personal Trading

Concurrent may buy or sell securities that are also recommended to clients. In no event will such recommendations be made where the ownership interests of Concurrent or any related person is more than a "de minimis" interest, or where Concurrent or any related person could influence the value of personal holdings through making such recommendations. Concurrent enforces the prohibition against insider trading per the applicable rules of the Investment Advisers Act of 1940. Employees may not trade their own securities ahead of client trades. Concurrent maintains the required personal securities transactions records of all employees.

Item 12 Brokerage Practices

Selecting Brokerage Firms

Our firm is not affiliated with any broker-dealers. Specific broker-dealer or custodian ("custodian") recommendations are made to clients based on their need for such services.

For accounts managed under our Investment Management Services, we have established relationships with qualified custodians and will recommend you use one of these custodians to facilitate our management of your accounts. Currently, we have established relationships with Altruist Financial, LLC ("Altruist") and Charles Schwab & Co., Inc. ("Schwab"). Both Altruist and Schwab are unaffiliated registered broker-dealers, members FINRA/SIPC. We may enter into relationships with other custodians in the future.

These custodians will hold your assets in a separate brokerage account and will buy and sell securities when we and/or you instruct them to. Although we may recommend you use a particular custodian, you have the discretion to decide whether to do so and will open your account directly with the custodian by entering into an account agreement directly with them. We do not open the account for you, although we may assist you in doing so.

Through our participation in the adviser programs offered by these custodians, we receive various benefits, provided without cost or at a discount, that may not be available to retail customers. These benefits include access to certain investment options; execution of securities transactions; custodial services; access to an electronic trading platform, including access to aggregated block trading; the ability to deduct our advisory fee from client accounts; access to client account data; receipt of duplicate trade confirmations and account statements; research related products and tools; pricing and market data; access to software, technology or services; attendance at educational conferences and events; consulting on technology, compliance or other business matters; access to industry publications. Some of these products and services may benefit you directly, while others may benefit

us by assisting us in the administration of our business and the management of client accounts, including accounts held with other custodians.

The availability of these services does not depend on the number or value of brokerage transactions directed to the custodian. These services are available to all advisers who participate in the custodial programs, and are not provided in exchange for us directing client trades to the custodian. We do not direct client trades to a particular broker; all transactions are executed through the custodian that holds the client's account. Therefore, the services and benefits that we may receive from a custodian are not considered soft dollar arrangements. The receipt of these benefits from the custodians creates a potential conflict of interest as we may have an incentive to recommend you maintain your account with a specific custodian. However, we strive to recommend the custodian that is most appropriate for you based on your individual needs.

Best Execution

We recognize our obligation in seeking best execution for our clients; however, it is our belief that the determinative factor is not always the lowest possible cost but whether the selected custodian's transactions represent the best qualitative execution while taking into consideration the full range of services provided. Therefore, our firm will seek services involving competitive rates but it may not necessarily correlate into the lowest possible rate for each transaction. We have determined trading our clients' accounts through a preferred custodian is consistent with our firm's obligation to seek best execution of your trades. We regularly review and consider the overall quality and price of the services received from our preferred custodians in light of our duty to seek best execution.

Brokerage for Client Referrals

We do not receive client referrals from broker-dealers or other third parties in exchange for using any broker-dealer.

Directed Brokerage

We execute client transactions directly with the qualified custodian that holds the client account. We do not allow clients to direct us to execute transactions through a specific broker-dealer. Not all advisers require their clients to direct brokerage. By directing brokerage, advisers may be unable to achieve most favorable execution of client transactions, and this practice may cost you more money.

Order Aggregation

With our Investment Management Services, typically transactions for each client account are effected independently. Most trades are mutual funds or ETFs where trade aggregation does not garner any client benefit. Concurrent cannot aggregate orders for open-ended mutual funds. Aggregating does not affect the price paid by each Client as an open-ended mutual fund only trades once a day at 4 p.m. However, some open-ended mutual funds have investment minimums, and some clients may not have enough cash to invest due to the minimum. These orders cannot be aggregated to satisfy the minimum investment.

However, if we are executing transactions in the same security for multiple clients at the same time, we may (but are not obligated to) aggregate transactions to achieve best execution, to negotiate more favorable commission rates, or to allocate differences in prices and commissions more equitably among clients.

Each client will receive the average share price of all orders executed to fill the aggregated order. Transaction fees, brokerage fees, and commissions will be allocated on a pro rata basis. Transactions in accounts held by our firm or its supervised persons may participate in aggregated trading blocks along with client transactions; in such cases, share prices and expenses will be allocated equally among client accounts and those accounts of our firm and its supervised persons.

Item 13 Review of Accounts

Accounts managed under our Investment Management Services are monitored by Preston D. Cherry, Founder/CEO, on an ongoing basis and internal account reviews are conducted quarterly. Additional as-needed reviews and rebalancing may be conducted due to factors such as unusual or volatile performance, changes in the client's financial situation or investment objectives, addition or deletions of client restrictions, or excessive withdrawals. Accounts may also be reviewed upon significant market, economic or political events. We do not provide any regular periodic reports.

Financial plans under the LMB® Ongoing and LMB® Modern Family Office services will be conducted at least annually or more frequently as needed or upon client request. For LMB® One-Time and LMB® Financial Coaching clients, there are no ongoing or automatic reviews provided.

The frequency and types of review offered in Retirement Plan Consulting Services are negotiated with the client and are described in the Advisory Agreement.

Other services, such as financial wellness, educational seminars, webinars, and speaking engagements are offered on a one-time basis. No ongoing monitoring, review, or updates are provided.

Item 14 Client Referrals and Other Compensation

Incoming Referrals

We may receive client referrals from financial trade associations (e.g., National Association of Personal Financial Advisors (NAPFA) and Financial Planning Association (FPA)). We pay membership fees to these trade associations, but do not pay any client referral fees. We may also receive client referrals from current clients, employees, personal friends of employees, and other similar sources. We do not compensate referring parties for these referrals.

Outgoing Referrals

Concurrent may refer clients and prospective clients to other advisers or professionals based on clients' needs. No compensation or economic benefit is received for the referrals.

Other Compensation

Concurrent receives a non-economic benefit from qualified custodians in the form of the support products and services available to financial advisers whose clients maintain their accounts at the custodians. These products and services, how they benefit Concurrent, and the related conflicts of interest are described above (see Item 12—Brokerage Practices).

Item 15 Custody

We do not accept physical custody of your funds or securities. However, as explained below, we may be deemed to have custody when we directly debit our advisory fees from your account, or if we are able to initiate transactions from your account to third parties using a standing letter of instruction.

As explained in Item 12 - Brokerage Practices above, you will open and maintain your investment accounts with a qualified custodian. You will receive transaction confirmations and account statements directly from the qualified custodian on at least a quarterly basis. We urge you to review the account statements received from your custodian carefully, and compare them to any invoices or reports you receive from us. Information shown on custodial statements may vary from information shown on our invoices or reports for various reasons, such as differences in reporting dates, differences in accounting procedures, or valuation methodologies of certain securities. We encourage you to contact

us at the phone number on the cover of this Disclosure Brochure with any questions about your statements, invoices, or other reports.

Deduction of Investment Advisory Fees

Under applicable securities regulations, we are deemed to have custody of client funds or securities if we debit our investment advisory fees directly from your account. When our investment advisory fees are deducted from your account:

- We will obtain your written authorization to deduct our investment advisory fees from your account.
- Each time a fee is deducted, we will send the qualified custodian notice of the amount of the fee to be deducted from your account. At the same time, we will send a statement to you that itemizes the fee, including the formula used to calculate the fee, the amount of assets under management upon which the fee is based, and the time period covered by the fee.
- The qualified custodian that holds your account will send you statements, on at least a quarterly basis, showing all disbursements from the account, including the amount of advisory fees.

Item 16 Investment Discretion

Life Money Balance® (LMB®) Services

With regard to any LMB® services, you are under no obligation to act upon any of our recommendations. If you decide to act upon any recommendation, you are under no obligation to do so through Concurrent. We do not sell securities, insurance, or other products. You are free to choose to engage other professionals (e.g., attorneys, accountants, and insurance agents) as you deem appropriate. We will cooperate with any professional you choose for implementing any recommendation in the Client's financial plan.

As part of the LMB® services, we may provide recommendations related to "held-away" assets, such as (i) variable life/annuity products that you may own; (ii) your individual employer-sponsored retirement plans; and/or (iii) your individual accounts held at a broker/custodian other than the qualified custodians with which we have existing relationships. We will consider held-away assets with assessing your overall asset allocation. We may also make recommendations to adjust the holdings in these held-away accounts. Because we are unable to place trades on your behalf in held-away accounts, you would be responsible for implementing any recommendations.

At your discretion, you may also choose to engage our Investment Management Services to implement any investment recommendations we have made.

Investment Management Services

Our Investment Management Services are typically offered on a discretionary basis, which means that you will grant us discretionary authority to select securities to be bought and sold and the amount invested in such securities. This discretionary authority is granted in the custodian's account application and in our Advisory Agreement. This means that we can execute transactions in your accounts without obtaining your prior consent or approval. However, we will manage your account according to your investment strategy, as determined during the financial planning process.

Concurrent considers several factors when determining to purchase or sell a security for a particular client account. These factors include, but are not limited to:

- Investment objective, strategy, and policies of the account.
- Appropriateness of the investment to the account's time horizon and risk objectives.
- Existing levels of ownership of the investment and other similar securities.
- The immediate availability of cash or buying power to fund the investment.

Our discretionary authority will be described in the advisory agreement that you sign to engage our services.

You may impose reasonable restrictions on investing in certain types of securities. These restrictions must be communicated to us in writing.

Retirement Plan Consulting Services

Retirement Plan Consulting Services are provided on a non-discretionary basis. We provide guidance, education, and recommendations to plan sponsors, but the plan sponsor has the sole discretion to decide whether to implement any recommendations we make.

Item 17 Voting Client Securities

Concurrent does not vote proxies on securities. Clients are expected to vote their own proxies. Clients receive proxies and other solicitations directly from their selected custodian or broker. On a very limited basis and at the Client's request, Concurrent may offer assistance with voting proxies. If applicable, Concurrent will disclose any conflict of interest to the Client if Concurrent consults with the Client on proxy voting.

Item 18 Financial Information

Concurrent does not have any financial impairment that will preclude us from meeting contractual commitments to clients. A balance sheet is not required to be provided because Concurrent does not serve as a custodian for client funds or securities and does not require prepayment of fees of more than \$500 per client and six months or more in advance. Neither Concurrent nor any of its supervised persons have been the subject of a bankruptcy petition at any time.

Item 19 Requirements for State-Registered Advisers

Preston D. Cherry is the majority shareholder of Concurrent. His formal education and business background can be found on the accompanying Form ADV Part 2B Brochure Supplement, along with information regarding other advisory personnel.

Other than the activities described in this brochure, our firm is not engaged in any other business activities, and does not have any relationship or arrangement with any issuer of securities.

Neither our firm nor any of its supervised persons are compensated for advisory services with performance-based fees.

Neither our firm nor any of its supervised persons have been involved in any award resulting from an arbitration claim, or civil, self-regulatory, or administrative proceeding.

Additional Disclosures

This section covers other information related to our advisory business, not specifically mentioned previously. If you have any questions regarding the disclosures below, please do not hesitate to request additional details or clarification.

Retirement Plan Rollovers:

Existing clients or prospective clients leaving an employer typically have four (4) options regarding assets in an existing retirement plan:

- roll over the assets to the new employer's plan, if available, and rollovers are permitted.

- leave the assets in the former employer's plan if allowed.
- roll over the assets to an Individual Retirement Account ("IRA"); or
- cash out the account value (adverse tax consequences may be applicable).

If we recommend that a client roll over retirement plan assets into an account to be managed by our Firm, such a recommendation creates a conflict of interest because we will earn an advisory fee because of the rollover. As a fiduciary, we are required to ensure that such a recommendation is in a client's best interest. You are not under any obligation to roll over retirement savings to an account managed by our firm.



Brochure Supplement- Form ADV Part 2B

February 2, 2025

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Green Bay, WI 54303
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Item 1: Cover Page

This Brochure Supplement provides information about the advisory personnel of Concurrent Financial Planning Center, LLC, doing business as Concurrent Wealth Management ("Concurrent"), CRD Number 293564. This Brochure Supplement is attached to and part of Concurrent's Firm Brochure. You should have received a copy of that Firm Brochure. Please contact us at 888.332.2372 or contact@concurrentfp.com if you did not receive the Firm Brochure or if you have any questions about the contents of this Brochure Supplement.

Additional information about Concurrent's advisory personnel is available on the SEC's Investment Adviser Public Disclosure website at www.adviserinfo.sec.gov and can be found using the individual's name or CRD Number noted below.

Item 2 Educational Background and Business Experience

Preston D. Cherry, Ph.D., AFC®, CFT™, CFP®

Founder and Managing Director, Wealth Advisor | Concurrent Financial Planning Center, LLC

Year of Birth: 1979

CRD Number 2926829

[Educational Background](#)

Doctor of Philosophy, Personal Financial Planning, **2020**

Masters, Personal Financial Planning, **2006**

Texas Tech University | Lubbock, Texas

Bachelors of Business Administration, Finance, **2003**

Prairie View A & M University | Prairie View, Texas

[Business Background](#)

Concurrent Wealth Management, Founder and Managing Director | Wealth Advisor, **2018-present**

University of Wisconsin-Green Bay, Assistant Professor of Personal Financial Planning, **2020-present**

Carson Coaching, Advisor Coach, **2020-present**

Texas Tech University, Graduate Part-Time Instructor, **2017-2020**

Dalton Education, Part-Time Instructor CFP® Exam Review, **2017-2020**

Salient Partners, Internal and External Wholesaler, **2012-2016**

Wealth Management Co., Sr. Portfolio Strategist and Financial Planner, **2009-2011**

Wealth Development Strategies, Associate Financial Planner, **2008-2009**

Prudential Retirement, Strategic Sales Director, **2007**

Kanaly Trust Company, Junior Financial Planner, **2007**

Amegy Bank, Investment Operations, **2004-2006**

Retail Banking, Branch Banking, **1998-2003**

[Professional Designations](#)

Accredited Financial Counselor® (AFC®), **2022**

Certified Financial Therapist-I™ (CFT-I™), **2021**

Certified Financial Planner® (CFP®), **2016**

Please see Appendix 1 for additional information regarding the above Professional Designations.

Eiman Osseilan, Ph.D.

Co-Managing Director, Chief Coaching Officer, Wealth Coach | Concurrent Financial Planning Center, LLC

Year of Birth: 1983

CRD Number: N/A

Commented [RR2]: It doesn't appear that she is registered, but if she is providing advice to clients, she should be.

[Educational Background](#)

Doctor of Philosophy, Personal Financial Planning, **2021**

Master of Business Administration, Finance, **2013**

Winthrop University | Rock Hill, South Carolina

Bachelor of Arts, Education, **2008**

King Abdul Aziz University | Jeddah, Saudi Arabia

[Business Background](#)

Concurrent Wealth Management, Co-Managing Director, Wealth Advisor, **2024-present**

University of Business and Technology, Head of Department of Insurance and Risk Management, **2022-2023**

University of Business and Technology, Assistant Professor of Finance, Insurance and Risk Management, **2021-2023**

Batterjee Education and Training Academy, Business Administration Supervisor, **2014-2016**

Batterjee Education and Training Academy, Instructor of Accounting and Economics, **2014-2016**

Millennium Institute of Technology and Management, Instructor of Accounting and Finance, **2014**

[Professional Certificates](#)

Academic Quality Practitioner | Saudi Arabia

Training of Trainers TOT | Saudi Arabia

Graduate Research Strategies | Lubbock, TX

Bloomberg Certifications | Equity Essentials and Fixed Income Essentials | Saudi Arabia

Philip S. Gibson, Ph.D.

Chief Compliance Officer, Wealth Advisor | Concurrent Financial Planning Center, LLC

Year of Birth: 1983

CRD Number: 6698143

[Educational Background](#)

Doctor of Philosophy, Personal Financial Planning, **2012**

Bachelor of Business Administration (BBA) Finance, **2006**

[Business Background](#)

Concurrent Wealth Management, Chief Experience Officer and Wealth Advisor, **2024-Present**

Winthrop University, Professor and Director of Financial Planning, **2021-Present**

Winthrop University, Associate Professor, **2018-2021**

Wealth Enhancement Advisor Services, Vice President Financial Advisor, **2021-2024**

Carroll Financial Associates, Investment Adviser Representative, **2019-2021**

Elation Wealth, LLC, Principal and Chief Compliance Officer, **2016-2018**

Winthrop University, Assistant Professor, **2014-2018**

University of Incarnate Word, Assistant Professor, **2012-2014**

[Professional Designations](#)

Certified Financial Planner® (CFP®), 2014

Please see Appendix 1 for additional information regarding the above Professional Designations.

Ajamu C. Loving, Ph.D., CFP®

Chief Investment Officer | Wealth Coach | Concurrent Financial Planning Center, LLC

Year of Birth: 1977

CRD Number: N/A

[Educational Background](#)

Doctor of Philosophy, Personal Financial Planning, **2010**

Texas Tech University | Lubbock, Texas

Bachelor of Arts, Economics (math minor), **1999**

Morehouse College | Atlanta, Georgia

[Business Background](#)

Concurrent Wealth Management, Chief Investment Officer and Wealth Advisor, **2024-present**

University of North Texas at Dallas, Associate Professor of Finance, **2017-present**

Loving Consulting LLC, Speaker and Consultant, **2016-present**

The American College of Financial Services, Director of Academic Partnerships, **2015-2017**

Texas A&M University - Commerce, Assistant Professor of Finance, **2008-2015**

Lasalle Bank, Financial Consultant, **2002-2005**

Lasalle Bank, CDO Portfolio Manager, **2000-2001**

Lasalle Bank, Finance Associate, **1999-2000**

[Professional Designations](#)

Certified Financial Planner® or CFP®, 2016

Please see Appendix 1 for additional information regarding the above Professional Designations.

Mark Aaron Lee Evers, Ph.D., CFP®, CRPC®

Chief Planning Officer, Wealth Advisor | Concurrent Financial Planning Center, LLC

Year of Birth: 1978

CRD Number: 4214366

[Educational Background](#)

Doctor of Philosophy, Personal Financial Planning, **2020**

Master of Science, Personal Financial Planning, **2018**

Texas Tech University | Lubbock, Texas

Commented [RR3]: It doesn't appear that he is registered, but if she is providing advice to clients, he should be.

Master of Science, Finance and Economics, **2021**

Master of Business Administration, General Business, **2015**

West Texas A&M University | Canyon, Texas

Bachelor of Business Administration, Management, **2006**

LeTourneau University

Longview, Texas

[Business Background](#)

Concurrent Wealth Management, Chief Planning Officer and Wealth Advisor, **2024-Present**

University of North Texas,

Clinical Assistant Professor and Director of Financial Planning, **2023-Present**

Lecturer and Financial Planning Program Advisor, **2021-2023**

Imperium Wealth Management, Director of Financial Planning, **2020-2020**

Texas Tech University, Graduate Part-Time Instructor | Graduate Assistant, **2016-2020**

Strategic Financial Concepts, Investment Adviser Representative, **2014-2020; 2008-2009**

Manor Independent School District, Business and Technology Teacher, **2013-2016**

Round Rock Independent School District, Business and Technology Teacher, **2010-2013**

Charles Schwab & Co, Active Trader Registered Representative, **2009-2010**

American General Securities Inc, Investment Adviser Representative, **2008-2008**

Ameriprise Financial Services, Weaver, Kading, and Associates, Paraplanner, **2005-2007**

[Professional Designations](#)

Certified Financial Planner® (CFP®), **2018**

Chartered Retirement Planning Counselor™ (CRPC®), **2008**

Please see Appendix 1 for additional information regarding the above Professional Designations.

Item 3 Disciplinary Information

None of the advisory personnel of Concurrent have been involved in an arbitration claim of any kind, and have never been found liable in a civil, self-regulatory organization, or administrative proceeding.

Item 4 Other Business Activities

Preston D. Cherry, Ph.D., AFC®, CFT™, CFP®

Preston D. Cherry is a public speaker, educational instructor, and financial coach. His speaking engagements take a holistic approach to wealth by focusing on personal, spiritual, social, and corporate engagement. Educational topics include a holistic approach to wealth by focusing on personal, spiritual, social, corporate engagement, and all domain topics covered on the Certified Financial Planner® exam. Financial coaching financial education about personal finance and financial

wellness for education purposes only not constituting as advice. He coaches individuals, companies, and groups in the personal finance education consumer market.

The above activities are not investment-related and do not present conflicts of interest to Concurrent clients.

Philip S. Gibson, Ph.D.

Philip S. Gibson is a Professor and Director of Financial Planning at Winthrop University. He provides classroom instruction to students. This activity is not investment-related and does not present conflicts of interest to Concurrent clients.

Ajamu C. Loving, Ph.D., CFP®

Ajamu C. Loving is an Associate Professor of Finance at the University of North Texas at Dallas. He provides classroom instruction to students. He is also the owner of Loving Consulting, LLC. Through this entity, he participates in speaking engagements and consulting activities. These activities are not investment-related and do not present conflicts of interest to Concurrent clients. Remaining advisory personnel of Concurrent do not participate in any other business activities.

Item 5 Additional Compensation

As owners of Concurrent, the advisory personnel receive economic benefit from the overall profitability of the firm, but do not receive any additional compensation from non-clients for providing advisory services.

Item 6 Supervision

Preston D. Cherry serves as the Managing Director and Chief Compliance Officer of Concurrent. Mr. Cherry's contact information is included on the cover of this Brochure Supplement. Concurrent has implemented a Code of Ethics and internal compliance controls that guide each employee in meeting their fiduciary obligations to clients in accordance with governing regulations.

We maintain compliance policies and procedures, which are designed to prevent, detect, and correct any violations of the securities regulations.

Further, Concurrent and its advisory personnel are subject to regulatory oversight by various agencies, including the States of North Carolina, Texas, and Wisconsin. These agencies require registration by Concurrent and its advisory personnel. As a registered entity, Concurrent is subject to examinations by regulators, which may be announced or unannounced. Concurrent and its advisory personnel are required to periodically update the information provided to these agencies and to provide various reports regarding the business activities and assets of Concurrent.

Item 7 Requirements for State-Registered Advisers

None of the advisory personnel of Concurrent have been involved in an arbitration, civil proceeding, self-regulatory proceeding, administrative proceeding, or bankruptcy petition.

Appendix 1 Professional Qualifications and Designations

Professional Qualifications

All investment adviser representatives (IARs) employed by Concurrent are required to have a bachelor's degree and further coursework demonstrating knowledge of financial planning and tax

planning. Examples of acceptable coursework or designations include an Ph.D., MBA, CFP®, CFA, ChFC, JD, CTFA, EA, or CPA. Additionally, advisers must have work experience that demonstrates their aptitude for financial planning and investment management. The employee has earned a certification and credential that is required to be explained in further detail.

[Professional Designations](#)

Accredited Financial Counselor® (AFC®)

The Accredited Financial Counselor® (AFC®) designation is issued by the Association for Financial Counseling and Planning Education, and provides financial advisers with practical training in all aspects of personal finance. AFC® candidates must complete the educational curriculum, agree to uphold ethical standards, and must complete 1,000 hours of financial counseling.

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 several other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- **Education:** Complete an advanced college-level course of study addressing the financial planning subject areas that the CFP Board has determined as necessary for the competent and professional delivery of financial planning services. Attain a bachelor’s degree (or higher), or its equivalent, from an accredited college or university. CFP Board’s financial planning subject areas include, but are not limited to, insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- **Examination:** Pass the comprehensive CFP® Certification Examination. The examination, administered in 10 hours over a day and a half, 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 (at least 6,000 hours) of full-time financial planning-related experience or complete at least two years (at least 4,000 hours) of full-time financial planning-related experience while under the supervision of a CFP® professional; and
- **Ethics:** Agree to be bound by CFP Board’s *Code of Ethics and Standards of Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements to maintain the right to continue to use the CFP® marks:

- **Continuing Education:** Complete 30 hours of continuing education every 2 years, including 2 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 *Code of Ethics and Standards of Conduct*. The *Code of Ethics and Standards of Conduct* prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to the CFP Board’s enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

Certified Financial Therapist™ (CFT™)

This professional certification qualifies holders to work with clients' thoughts, feelings, behaviors and relationship dynamics as they relate to their personal financial lives to improve their overall financial wellbeing. The certification is developed and managed by The Financial Therapy Association.

- **Education:** Students gain competency by becoming familiar with the CFT-I™ Competency Training Outline and then engaging in the FTA's education video series to prepare for the examination.
- **Examination:** Applications must successfully pass a comprehensive CFT-I™ certification exam. The exam consists of 100 questions and must be completed with a 2-hour time limit.
- **Experience:** 500 hours of experience in CFT-I™ is required. With 250 hours being direct client service hours.
- **Ethics:** Signature on the FTA Standards of Practice and Code of Ethics. This includes adhering to a Fiduciary standard and avoiding all potential abuses of the Financial Therapist and client relationship. The code of ethics includes acceptable forms of compensation, a requirement to avoid product sales, and various other standards of care.
- **Continuing Education:** 20 hours on a bi-annual basis. 8 hours in financial therapy with 2 hours in FTA ethics, 6 hours in finance, 6 hours in mental health.

Chartered Retirement Plan Counselor® (CRPC®)

The Chartered Retirement Planning Counselor® (CRPC®) is a professional certification granted by the College for Financial Planning. To attain the designation students must:

- **Education:** Successfully complete a course of study encompassing pre-and post-retirement needs, asset management, estate planning and the entire retirement planning process using models and techniques from real client situations.
- **Examination:** Successfully pass the three-hour, 85 question final examination.

Individuals who become certified must complete 16 hours of continuing education unit hours every two years.