

Investment Adviser Brochure Supplement Part 2B

Dallas Whitney Coffman

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This brochure supplement provides information about Dallas W. Coffman that supplements the WHITMAN FINANCIAL SERVICES, LLC brochure. You should have received a copy of that brochure. Please contact us if you did not receive WHITMAN FINANCIAL SERVICES, LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about Dallas W. Coffman is available on the SEC's website at www.adviserinfo.sec.gov.

Financial Planning offered through WHITMAN FINANCIAL SERVICES, LLC, a registered investment adviser, not affiliated with LPL Financial.

April 29, 2024

Item 2 – Educational Background and Business Experience

Dallas W. Coffman was born in 1957. He earned a Bachelor of Science degree with a major in Marketing Management from Bentley College of Accounting and Finance in 1979 and an Associate of Science degree with a major in Business Management from Northern Essex Community College in 1977.

Mr. Coffman has earned and maintains various professional designations. The designations and minimum qualification requirements follow:

CERTIFIED FINANCIAL PLANNER™ (CFP®) 1995

Coursework

To earn the certification recipients must complete courses that cover integrated financial planning topics such as:

- General principles of financial planning
- Insurance planning and risk management
- Employee benefits planning
- Investment planning
- Income tax planning
- Retirement planning
- Estate planning

Education

In addition to completing the course-work an applicant must have a bachelor's degree, its equivalent or an advanced degree so long as it is from an accredited college or university. This is a requirement for certification but is not a requirement to take the examination. (Mr. Coffman was exam-waived and qualified via the Registry of Financial Planning Practitioners.)

Work Experience

Applicants must supervise, directly support, teach or personally deliver all or part of the personal financial planning process to a client. Qualifying experience must fit within one or more of the six primary elements of the personal financial planning process described below:

- Establishing and Defining the Relationship with the Client – This includes explaining the issues and concepts related to the personal financial planning process, and clearly specifying the services the individual or firm will provide and the associated responsibilities.
- Gathering Client Data Including Goals – This includes interviewing or questioning the client about various aspects of their financial resources, obligations and expectations.

It also involves helping to determine the client's goals, needs and priorities, assessing the client's values and attitudes and determining time horizons and risk tolerance.

- Analyzing and Evaluating the Client's Financial Status – This involves analyzing and evaluating client data such as current cash flow needs, risk management, investments, taxes, retirement, employee benefits, estate planning, and special needs.
- Developing and Presenting Financial Planning Recommendations and/or Alternatives – This process includes presenting and reviewing recommendations, working to ensure that the plan meets the goals and expectations of the client, and revising the recommendations as necessary.
- Implementing the Financial Planning Recommendations – This involves helping the client put the financial planning recommendations into action and may include coordinating with other professionals, such as accountants, attorneys, real estate agents, stockbrokers and insurance agents.
- Monitoring the Financial Planning Recommendations – This involves discussing with the client any changes in their personal circumstances, evaluating changing tax laws, and making recommendations based on new or changing conditions.

Applicants have five years from the date they pass the examination to satisfy the Bachelor's Degree and work experience requirements.

Standards of Professional Conduct

Applicants are required to meet the CFP Board's *Candidate Fitness Standards*, which describe conduct that: 1) is unacceptable and will always bar an individual from becoming certified; or 2) is presumed to be unacceptable and will bar an individual from becoming certified unless the individual successfully petitions the CFP Board.

Before being authorized to use the CFP® certification marks, applicants and holders of the certificate must disclose any criminal, civil, self-regulatory organization or governmental agency inquiry, investigation or proceeding involvement. Applicants and holders must also acknowledge the right of the CFP Board to enforce its *Standards of Professional Conduct*.

Chartered Financial Consultant™ (ChFC®) 1985

Coursework

To earn the certification recipients must take 10 Courses (choosing from seven required and three electives). Required courses are:

- Financial Planning: Process and Environment
- Fundamentals of Insurance Planning

- Income Taxation
- Planning for Retirement Needs
- Investments
- Fundamentals of Estate Planning
- Financial Planning Applications

Electives are:

- The Financial System in the Economy
- Estate Planning Applications
- Executive Compensation
- Financial Decisions for Retirement

Experience Requirements

Three years of full-time business experience within five years preceding the date of the award. An undergraduate or graduate degree from an accredited educational institution qualifies as one year of business experience.

Part-time qualifying business experience is credited toward the three-year requirement on an hourly basis, with 2,000 hours representing the equivalent of one-year full-time experience.

Qualifying experience may include:

- Underwriting, management, sales and service activities related to insurance and health care
- Client service, support, operations, supervision, and management activities related to providing financial services or employee benefits
- University or college teaching
- Government regulatory service in a responsible administrative, supervisory, or operational capacity
- Activities directly or indirectly related to the protection, accumulation, conservation, or distribution of the economic value of human life including the work of actuaries, attorneys, CPAs, investment advisers, real estate investment advisers, stockbrokers, trust officers, or persons in other similar occupations

Continuing Education

Certain certificate holders have to earn 30 hours of continuing education credit every two years.

Ethical Standards

Certificate holders must agree to comply with The American College Code of Ethics and Procedures.

Chartered Life Underwriter™ (CLU®) 1983

Coursework

To earn the certification recipients must take 8 Courses (choosing from five required and three electives). Required courses are:

- Fundamentals of Insurance Planning
- Individual Life Insurance
- Life Insurance Law
- Fundamentals of Estate Planning
- Planning for Business Owners and Professionals

Electives are:

- Financial Planning: Process and Environment
- Individual Health Insurance
- Income Taxation
- Group Benefits
- Planning for Retirement Needs
- Investments
- Estate Planning Applications

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Enrolled Agent (EA) 1989

An Enrolled Agent has earned the privilege of representing taxpayers before the Internal Revenue Service. Enrolled Agents are unrestricted as to which taxpayers they can represent, what types of tax matters they can handle, and which IRS offices they can practice before. There are two tracks to becoming an Enrolled Agent.

Written examination

Applicants must achieve passing scores on all parts of the Special Enrollment Examination (SEE).

Applicants must pass a background check to ensure that you have not engaged in any conduct that would justify the suspension or disbarment of an attorney, CPA, or Enrolled Agent from practice before the IRS.

IRS experience

Someone can become an Enrolled Agent based on past service and technical experience with the IRS. This includes:

- Possessing the years of past service and technical experience specified in IRS Circular 230;
- Passing a background check to ensure that you have not engaged in any conduct that would justify the suspension or disbarment of an attorney, CPA, or Enrolled Agent from practice before the IRS.

Business Experience

Firm Name and Title	Dates
WHITMAN FINANCIAL SERVICES, LLC, Managing Member	01/2006 to present
LPL Financial, Branch Manager, Investment Adviser Representative	12/1989 to present
Dallas W. Coffman d/b/a Whitman Financial Services, Sole Proprietor	06/1983 to 12/2005

Item 3 – Disciplinary Information

Mr. Coffman does not have any investment-related legal or disciplinary events to disclose. Mr. Coffman is not the subject of any pending investment-related legal, disciplinary or administrative proceedings. However, a client can obtain the disciplinary history of the Adviser or its representatives from The Commonwealth of Massachusetts, Securities Division upon request.

Item 4 – Other Business Activities

Mr. Coffman is a registered principal and investment adviser representative of LPL Financial a registered broker-dealer, member of the Financial Industry Regulatory Authority, Inc. (FINRA), the Securities Investor Protection Corporation (SIPC) and a registered investment adviser. Mr. Coffman is also an insurance agent appointed with various insurance companies.

Mr. Coffman is an Enrolled Agent and has earned the privilege of representing taxpayers before the Internal Revenue Service. Mr. Coffman provides tax consulting and preparation services through WHITMAN FINANCIAL SERVICES, LLC. The tax services provided are not affiliated with or endorsed by LPL Financial.

In these capacities Mr. Coffman may recommend securities, insurance, tax, advisory or other products and services, and receive commissions and other compensation if products or services are purchased through any firms with which Mr. Coffman is affiliated. Whenever this occurs, a conflict will exist between the interests of Mr. Coffman and those of the advisory clients. However, clients are under no obligation to act upon any recommendations of Mr. Coffman or affect any transactions through Mr. Coffman if they decide to follow the recommendations.

Mr. Coffman owns real estate and manages property, develops Special Enrollment Examination and CERTIFIED FINANCIAL PLANNER™ testing material, holds Board positions with nonprofit professional and civic organizations and is a notary. None of these positions currently represent a conflict or potential conflict of interest with advisory clients.

Item 5 – Additional Compensation

Please refer to Item 4 - Other Business Activities above.

Item 6 – Supervision

Mr. Coffman is an officer of the Adviser and does not have a supervisor.

Item 7 – Requirements for State-Registered Advisers

Mr. Coffman has never been accused or found liable in any arbitration claim alleging damages in excess of \$2,500, involving an investment or an investment-related business or activity; fraud, false statements, or omissions; theft, embezzlement, or other wrongful taking of property; bribery, forgery, counterfeiting, or extortion; or dishonest, unfair or unethical practices.

Mr. Coffman has never paid an award or otherwise being found liable in a civil, self-regulatory organization, or administrative proceeding involving an investment or an investment-related business or activity; fraud, false statements, or omissions; theft, embezzlement, or other wrongful taking of property; bribery, forgery, counterfeiting, or extortion; or dishonest, unfair, or unethical practices.

Mr. Coffman has not been the subject of any bankruptcy petition.