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BOULEVARD WEALTH MANAGEMENT, INC.

Form ADV 2B – Brennan McCarthy

REVISED AS OF December 23, 2020

Boulevard Wealth Management, Inc.

6500 City West Parkway #325

Eden Prairie, MN 55344

(877) 664-2583 / (877) 670-2583 Fax

www.boulevardwealth.com

This Brochure provides information about the education, experience and general background of Brennan McCarthy, CFP[®], related to his affiliation with Boulevard Wealth Management, Inc. (“BOULEVARD”) as an Investment Advisory Representative (IAR). If you have any questions about the contents of this Brochure, please contact us at (877) 664-2583. The information in this Brochure has not been approved or verified by the United States Securities and Exchange Commission (“SEC”) or by any state securities authority. This information has been filed with each state requiring such information related to BOULEVARD and its IARs.

Additional information about BOULEVARD (CRD No. 164423), including a copy of its Form ADV Part 1, is available on the SEC’s website at www.adviserinfo.sec.gov.

Revised December 23, 2020



Item 2 – Educational Background & Business Experience

EDUCATION

Bachelor of Arts (2013-2017), University of St. Thomas

CERTIFIED FINANCIAL PLANNER™ (2014-2018), CFP Board License # 279798

RECENT EXPERIENCE

Planning Associate, IAR, Boulevard Wealth Management (2016-Present)

Planning Intern, Boulevard Wealth Management (2008 – 2015)



CERTIFIED FINANCIAL PLANNER™

The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP (with flame design) marks (collectively, the “CFP® marks”) are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. (“CFP Board”).

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, there are only 69,000 individuals who have obtained CFP® certification in the world (<http://www.cfp.net/media/profile.asp>).

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board’s studies have determined as necessary for the competent and professional delivery of financial
- planning services and attain a bachelor’s degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board’s financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- Examination – Pass the comprehensive CFP® Certification Examination. The examination, administered in 10 hours over a two-day period, includes case studies and client scenarios designed to test one’s ability to correctly diagnose financial planning issues and apply one’s knowledge of financial planning to real world circumstances;
- Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- Ethics – Agree to be bound by CFP Board’s Standards of Professional Conduct, a set of documents outlining the ethical and practice standards for CFP® professionals.

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

- Continuing Education – Complete 30 hours of continuing education hours every two years, including two hours on the Code of Ethics and other parts of the Standards of Professional Conduct, to maintain competence and keep up with developments in the financial planning field; and
- Ethics – Renew an agreement to be bound by the Standards of Professional Conduct. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.
- Effective June 30, 2020, CFP® professionals are required to adhere to the Revised Code of Conduct and Practice Standards provided by the CFP Board. Accordingly, the websites relevant to searching a CFP® professional’s public history and any personal or business bankruptcy where the CFP® professional was a Control Person are: www.brokercheck.finra.org, www.adviserinfo.sec.gov, www.letsmakeaplan.org, and www.cfp.net/verify-a-cfp-professional



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

Item 3 – Disciplinary Information

None of our advisory representatives has any disciplinary history.

Item 4 – Other Business Activities

Brennan McCarthy is a Life/Health insurance agent [MN Resident Agent License # 20321758, National Insurance Producer Registry (NIPR) #7144395], and as such may receive commissions for the sale of the following lines of insurance: Life, Disability, and Long-term Care. General activities Include: General Estate Planning, Trust Funding, Business Succession Planning, and Deferred Compensation Structuring.

Brennan McCarthy is a partner of CBM Real Estate, LLC, a residential property rental business. He is entitled to income from CBM Real Estate, LLC, which is unrelated to the business of BOULEVARD.

Item 5 – Additional Compensation

Brennan McCarthy's employee IAR payout schedule is maintained according to his employment agreement with BOULEVARD, which provides for the following schedule:

Brennan McCarthy is a salaried employee and is not separately compensated through revenue sharing.

As an employee IAR, Brennan McCarthy is also eligible for health insurance benefits (where offered), profit-sharing, and reimbursement of certain tuition and other industry-related educational expenses necessary for continuing education and professional development. Other business expenses such as meals/entertainment may be approved according to current firm policies for IARs.

As a shareholder of BOULEVARD, Brennan McCarthy may receive certain benefits which include (but are not limited to): bonuses calculated based upon overall revenue growth (not business line specific), shareholder loans/draws, health insurance benefits, profit-sharing, transportation, and meals/entertainment expense reimbursements.

Brennan McCarthy is not directly compensated as an agent of BOULEVARD's insurance agency. As a shareholder, he is indirectly compensated through his participation in the firm's insurance revenues.

Item 6 – Supervision

Troy Noor is the Designated Compliance Person for BOULEVARD and is therefore responsible for maintaining compliance supervision of the firm and all its associates. Troy Noor may be reached directly at (877) 664-2583 ext.601..

Item 7 – Requirements for State-Registered Advisers

The State of Minnesota requires a \$25,000 surety bond for advisors who have discretionary authority over client accounts, which is the case with BOULEVARD. Discretion means BOULEVARD selects investments for client accounts and conduct trades in client accounts. In addition, the firm must have a supervisory person who has significant industry experience. Troy Noor is the Designated Compliance Person for BOULEVARD and is therefore responsible for maintaining compliance supervision of the firm and all its associates. Troy Noor may be reached directly at (877) 664-2583 ext.601..