



Item 1 - Cover Page

BOULEVARD WEALTH MANAGEMENT, INC.

Form ADV 2B – Troy Noor

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 Troy Noor, CFP[®], CFA 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 June 25, 2019



Item 2 – Educational Background & Business Experience

EDUCATION

CERTIFIED FINANCIAL PLANNER™ Curriculum, American College

Chartered Financial Analyst®, CFA Institute

Bachelor of Applied Science (B.A.Sc.), International Business, St. Cloud State University

RECENT EXPERIENCE

Executive Director, IAR (November 2013 - Present) Boulevard Wealth Management

Manage BOULEVARD office in Minneapolis to provide team-based wealth management execution across business lines

Oversee all firm portfolio management activities, including research, modeling, and maintenance of key strategies.

President & CEO, IAR (June 2010 – November 2013) Alpha Investment Advisors

Founded and Managed Alpha Investment Advisors, Inc. - a portfolio advisory and financial planning firm for mass affluent & high-net-worth households • Merged with Boulevard Wealth Management, LLC.

OTHER EXPERIENCE

May 2007 – June 2010, VP Investment Research, Breneman Winbush Wealth Management

October 1996 – April 2007, Financial Advisor, Ameriprise Financial Services, Inc.



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 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.



To earn the CFA charter you must have four years of qualifying investment work experience; you must become a member of CFA Institute (the global association of investment professionals that administers the CFA charter), pledging to adhere to the CFA Institute Code of Ethics and Standards of Professional Conduct on an annual basis; you must apply for membership to a local CFA member society; and you must complete the CFA Program. The CFA Program is a globally recognized, graduate-level curriculum that provides you with a strong foundation of the real-world investment analysis and portfolio management skills and practical knowledge you need in today's investment industry. It also emphasizes the highest ethical and professional standards. The Program is organized into three levels, each culminating in a six-hour exam. CFA Program candidates report dedicating in excess of 300 hours of study per level. Completing the entire Program is a significant challenge that takes most candidates between two and five years to complete.

Item 3 – Disciplinary Information

None of our advisory representatives has any disciplinary history.

Item 4 – Other Business Activities

Troy Noor is a partner in Noors Villa, LLC, a residential property rental business. He is entitled to income from Noors Villa, LLC, which is unrelated to the business of BOULEVARD.

Item 5 – Additional Compensation

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

Troy Noor is a salaried employee and is not separately compensated through any form of revenue sharing or sales-related compensation.

As an IAR employee, Troy Noor 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, Troy Noor 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.

Troy Noor 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, including himself. Troy Noor may be reached directly at (877) 664-2583 ext.601.. Troy Noor may be reached 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, including himself. Troy Noor may be reached directly at (877) 664-2583 ext.601..