

# Friedenthal Financial, LLC

## Firm Brochure

*This brochure provides information about the qualifications and business practices of Friedenthal Financial, LLC. If you have any questions about the contents of this brochure, please contact us at (856) 210-6494 or by email at: [info@friedenthalfinancial.com](mailto:info@friedenthalfinancial.com). The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.*

*Additional information about Friedenthal Financial, LLC is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). Friedenthal Financial, LLC's CRD number is: 150457*

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*Registration does not imply a certain level of skill or training.*

Version Date: 04/1/2020

## Item 2: Material Changes

The material changes in this brochure from the last annual updating amendment of Friedenthal Financial, LLC on 01/23/2019 are described below. Material changes relate to Friedenthal Financial, LLC's policies, practices or conflicts of interests only.

- Friedenthal Financial, LLC has updated client referrals and other compensation (Item 14.B).
- Friedenthal Financial, LLC has updated their primary office address. (Front Page)

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## Item 4: Advisory Business

### A. Description of the Advisory Firm

The firm is a limited liability company organized in the State of New Jersey. The inception date of the firm was April 14, 2009 and the firm became approved in August of 2009; the principal owner is Mark Stuart Friedenthal.

### B. Types of Advisory Services

Friedenthal Financial, LLC (hereinafter "FF") offers the following services to advisory clients:

#### *Investment Supervisory Services*

FF offers ongoing portfolio management services based on the individual goals, objectives, time horizon, and risk tolerance of each client. FF creates an Investment Policy Statement for each client, which outlines the client's current situation (income, tax levels, and risk tolerance levels) and then constructs a plan (the Investment Policy Statement) to aid in the selection of a portfolio that matches each client's specific situation. Investment Supervisory Services include, but are not limited to, the following:

- Investment strategy
- Asset allocation
- Risk tolerance
- Personal investment policy
- Asset selection
- Regular portfolio monitoring

FF evaluates the current investments of each client with respect to their risk tolerance levels and time horizon. Risk tolerance levels are documented in the Investment Policy Statement, which is given to each client. FF offers two strategies for investment supervisory services: Strategic Asset Allocation (static) and Tactical Asset Allocation (dynamic).

#### *Financial Planning*

Financial plans and financial planning may include but are not limited to: investment planning; life insurance; tax concerns; retirement planning; education planning; and debt/credit planning.

#### *Investment Consulting:*

Friedenthal Financial provides a variety of Investment Consulting services which may include but are not limited to Portfolio Reviews, Comprehensive Risk Tolerance Assessment, Participant Directed 401(k)/403(b) Portfolio Review, Retirement Plan level Advisory Consulting, and other ad-hoc projects.

These services are based on fixed fees or hourly fees and the final fee structure is documentation in the Investment Consulting Services Agreement.

### ***Services Limited to Specific Types of Investments***

FF limits its investment advice and money management to mutual funds, equities, bonds, fixed income, debt securities, ETFs, real estate, hedge funds, third party money managers, REITs, insurance products including annuities, private placements, government securities. FF may use other securities as well to help diversify a portfolio when applicable.

### **C. Client Tailored Services and Client Imposed Restrictions**

FF offers the same suite of services to all of its clients. However, specific client financial plans and their implementation are dependent upon the client Investment Policy Statement which outlines each client's current situation (income, tax levels, and risk tolerance levels) and is used to construct a client specific plan to aid in the selection of a portfolio that matches restrictions, needs, and targets.

Clients may not impose restrictions in investing in certain securities or types of securities in accordance with their values or beliefs.

### **D. Wrap Fee Programs**

FF does not participate in any wrap fee programs.

### **E. Amounts Under Management**

FF has the following assets under management:

<b>Discretionary Amounts:</b>	<b>Non-discretionary Amounts:</b>	<b>Date Calculated:</b>
\$138,637,000.00	\$1,177,000.00	December 31, 2019

## **Item 5: Fees and Compensation**

### **A. Fee Schedule**

Clients should be advised that lower fees for comparable services may be available from other sources.

## *Investment Supervisory Services Fees*

FF offers two investment management services: Strategic Asset Allocation and Tactical Asset Allocation. Strategic Asset Allocation is a static (constant target) asset allocation, often called a “Buy, Hold, and Rebalance” portfolio. Tactical Asset Allocation is a dynamic asset allocation that shifts assets between different classes, geographies, and industries as market trends and conditions change.

### *Strategic Asset Allocation (buy/hold/rebalance) Fee Schedule:*

<b>Total Assets Under Management</b>	<b>Annual Fee</b>
First \$1,000,000	0.75%
Next \$2,000,000	0.50%
Next \$7,000,000	0.25%
Above \$10,000,000	0.10%

### *Tactical Asset Allocation Fee Schedule:*

<b>Total Assets Under Management</b>	<b>Annual Fee</b>
First \$500,000	1.20%
Next \$500,000	1.00%
Next \$2,000,000	0.80%
Next \$7,000,000	0.60%
Next \$10,000,000	0.40%
Above \$20,000,000	0.20%

The fee schedule is attached as Exhibit B of the Investment Advisory Contract. Fees are paid quarterly in arrears, based on the average daily balance during the period, and clients may terminate their contracts with written notice. Because fees are charged in arrears, no refund policy is necessary. Clients may terminate their accounts without penalty within 5 business days of signing the advisory contract. Advisory fees are withdrawn directly from the client’s accounts with client written authorization.

Because client fees will be withdrawn directly from client accounts, this advisor must:

- (A) Possess written authorization from the client to deduct advisory fees from an account held by a qualified custodian.
- (B) Send the qualified custodian written notice of the amount of the fee to be deducted from the client’s account.
- (C) Send the client a written invoice itemizing the fee prior to fee deduction, including any formulae used to calculate the fee, the time period covered by the fee and the amount of

assets under management on which the fee was based.

### ***Investment Consulting Fees Hourly Fees***

The hourly fee for these services range from \$100 to \$500. The final fee schedule will be included in the Investment Consulting Engagement Letter.

### ***Financial Planning Fees***

The fees for these services range from \$49 to \$249 per month, plus a one time initial set up fee. FF will provide Client a variety of financial planning services, as specified in the selected annual package below, or on an a la carte basis, as requested by the client. The fee schedule will be attached as Exhibit II of the Financial Planning Agreement.

	Bronze	Silver	Gold	Platinum
Monthly Cost	\$49	\$99	\$149	\$249
Setup Fee	\$300	\$850	\$1750	\$2650
Asset Management Discount (optional)	0%	5%	10%	20%
Meeting Frequency	Annual	Semi-Annual	Quarterly	On-Demand
Risk Assessment (Tolerisk)	X	X	X	X
eMoney Portal	X	X	X	X
401k Allocation (1 plan Bronze)	X	X	X	X
Education Savings		X	X	X
Retirement Needs and Goal Analysis		X	X	X
Roth Contribution/Conversion Analysis		X	X	X
Asset Location Analysis			X	X
Personal Balance Sheet and cash flow analysis			X	X
Pension and Social Security Analysis			X	X
Debt Management			X	X
Employee Benefit options analysis			X	X
Estate Planning checklist				X
Budgeting				X
Business Retirement Plan Analysis				X
Interfacing with other professionals (CPA, Atty)				X
Insurance/Annuity Policy Analysis & Needs Assessment				X
On demand financial consulting & advice				X

## **B. Payment of Fees**

### *Payment of Investment Supervisory Fees*

Advisory fees are withdrawn directly from the client's accounts with client written authorization. Fees are paid quarterly in arrears.

### *Payment of Financial Planning Fees*

Financial Planning fees are paid via credit card. Fees are paid monthly in arrears.

## **C. Clients Are Responsible For Third Party Fees**

Clients are responsible for the payment of all third party fees (i.e. brokerage fees, custodian fees, mutual fund fees, transaction fee etc.). Those fees are separate and distinct from the fees and expenses charged by FF. Please see Item 12 of this brochure regarding broker/custodian.

## **D. Prepayment of Fees**

Investment Supervisory Fees are collected in arrears.

Fixed fees that are collected in advance will be refunded based on the prorated amount of work completed at the point of termination.

## **E. Outside Compensation For the Sale of Securities to Clients**

Neither FF nor its supervised persons accept any compensation for the sale of securities or other investment products, including asset-based sales charges or services fees from the sale of mutual funds.

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

FF does not accept performance-based fees or other fees based on a share of capital gains on or capital appreciation of the assets of a client.

## **Item 7: Types of Clients**

FF generally provides investment advice and management supervisory services to the following Types of Clients:

- ❖ Individuals
- ❖ High-Net-Worth Individuals
- ❖ Pension and Profit Sharing Plans
- ❖ Charitable organizations
- ❖ Corporations

### *Minimum Account Size*

There is an account minimum of \$250,000 which may be waived by the investment advisor, based on the needs of the client and the complexity of the situation.

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

### **A. Methods of Analysis and Investment Strategies**

FF's methods of analysis include charting analysis, fundamental analysis, technical analysis, and cyclical analysis.

**Charting analysis** involves the use of patterns in performance charts. FF uses this technique to search for patterns used to help predict favorable conditions for buying and/or selling a security.

**Fundamental analysis** involves the analysis of financial statements, the general financial health of companies, and/or the analysis of management or competitive advantages.

**Technical analysis** involves the analysis of past market data; primarily price and volume.

**Cyclical analysis** involved the analysis of business cycles to find favorable conditions for buying and/or selling a security.

**Investing in securities involves a risk of loss that you, as a client, should be prepared to bear.**

### **B. Material Risks Involved**

#### *Methods of Analysis*

**Charting analysis** strategy involves using and comparing various charts to predict long and short term performance or market trends. The risk involved in solely using this method is that only past performance data is considered without using other methods to crosscheck data. Using charting analysis without other methods of analysis would be making the assumption that past performance will be indicative of future performance. This may not be the case.

**Fundamental analysis** concentrates on factors that determine a company's value and

expected future earnings. This strategy would normally encourage equity purchases in stocks that are undervalued or priced below their perceived value. The risk assumed is that the market will fail to reach expectations of perceived value.

**Technical analysis** attempts to predict a future stock price or direction based on market trends. The assumption is that the market follows discernible patterns and if these patterns can be identified then a prediction can be made. The risk is that markets do not always follow patterns and relying solely on this method may not work long term.

**Cyclical analysis** assumes that the markets react in cyclical patterns which, once identified, can be leveraged to provide performance. The risks with this strategy are two-fold: 1) the markets do not always repeat cyclical patterns and 2) if too many investors begin to implement this strategy, it changes the very cycles they are trying to take advantage of. **Investing in securities involves a risk of loss that you, as a client, should be prepared to bear.**

### C. Risks of Specific Securities Utilized

FF generally seeks investment strategies that do not involve significant or unusual risk beyond that of the general domestic and/or international equity markets. However, it will utilize short sales, margin transactions, and options writing. Short sales, margin transactions, and options writing generally hold greater risk of capital loss and clients should be aware that there is a material risk of loss using any of those strategies.

**Mutual Funds:** Investing in mutual funds carries the risk of capital loss. Mutual funds are not guaranteed or insured by the FDIC or any other government agency. You can lose money investing in mutual funds. All mutual funds have costs that lower investment returns. They can be of bond “fixed income” nature (lower risk) or stock “equity” nature (mentioned above).

**Equity** investment generally refers to buying shares of stocks by an individual or firms in return for receiving a future payment of dividends and capital gains if the value of the stock increases. There is an innate risk involved when purchasing a stock that it may decrease in value and the investment may incur a loss.

**Treasury Inflation Protected/Inflation Linked Bonds:** The Risk of default on these bonds is dependent upon the U.S. Treasury defaulting (extremely unlikely); however, they carry a potential risk of losing share price value, albeit rather minimal.

**Fixed Income** is an investment that guarantees fixed periodic payments in the future that may involve economic risks such as inflationary risk, interest rate risk, default risk, repayment of principal risk, etc.

**Debt securities** carry risks such as the possibility of default on the principal, fluctuation in interest rates, and counterparties being unable to meet obligations.

**Stocks & Exchange Traded Funds (ETF):** Investing in stocks & ETF's carries the risk of capital loss (sometimes up to a 100% loss in the case of a stock holding bankruptcy). Investments in these securities are not guaranteed or insured by the FDIC or any other

government agency.

**Real Estate** funds face several kinds of risk that are inherent in this sector of the market. Liquidity risk, market risk and interest rate risk are just some of the factors that can influence the gain or loss that is passed on to the investor. Liquidity and market risk tend to have a greater effect on funds that are more growth-oriented, as the sale of appreciated properties depends upon market demand. Conversely, interest rate risk impacts the amount of dividend income that is paid by income-oriented funds.

**Hedge Funds** are not suitable for all investors and involve a high degree of risk due to several factors that may contribute to above average gains or significant losses. Such factors include leveraging or other speculative investment practices, commodity trading, complex tax structures, a lack of transparency in the underlying investments, and generally the absence of a secondary market.

**REITs** have specific risks including valuation due to cash flows, dividends paid in stock rather than cash, and the payment of debt resulting in dilution of shares.

**Private placements** carry a substantial risk as they are largely unregulated offerings not subject to securities laws.

**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 clients to various other types of risk that will typically surface at various intervals during the time the client owns the investments. These risks include but are not limited to inflation (purchasing power) risk, interest rate risk, economic risk, market risk, and political/regulatory risk.

**Short term trading** risks include liquidity, economic stability and inflation.

**Short sales** risks include the upward trend of the market and the infinite possibility of loss.

**Margin transactions** use leverage that is borrowed from a brokerage firm as collateral.

**Options writing** involve a contract to purchase a security at a given price, not necessarily at market value, depending on the market.

**Past performance is not a guarantee of future returns. Investing in securities involves a risk of loss that you, as a client, should be prepared to bear.**

## Item 9: Disciplinary Information

There are no legal or disciplinary events that are material to a client's or prospective client's evaluation of this advisory business or the integrity of our management.

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

### **A. Registration as a Broker/Dealer or Broker/Dealer Representative**

Neither FF nor its representatives are registered as a broker/dealer or as representatives of a broker/dealer.

### **B. Registration as a Futures Commission Merchant, Commodity Pool Operator, or a Commodity Trading Advisor**

Neither FF nor its representatives are registered as a FCM, CPO, or CTA.

### **C. Registration Relationships Material to this Advisory Business and Possible Conflicts of Interests**

Neither FF nor its representatives have any material relationships to this advisory business that would present a possible conflict of interest.

### **D. Selection of Other Advisors or Managers and How This Adviser is Compensated for Those Selections**

FF does not utilize nor select other advisors or third-party managers. All assets are managed by FF management.

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

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

We have a written Code of Ethics that covers the following areas: Prohibited Purchases and Sales, Insider Trading, Personal Securities Transactions, Exempted Transactions, Prohibited Activities, Conflicts of Interest, Gifts and Entertainment, Confidentiality, Service on a Board of Directors, Compliance Procedures, Compliance with Laws and Regulations, Procedures and Reporting, Certification of Compliance, Reporting Violations, Compliance Officer Duties, Training and Education, Recordkeeping, Annual Review, and Sanctions. Clients or prospective clients may request a copy of our Code of Ethics from management.

## **B. Recommendations Involving Material Financial Interests**

FF does not recommend that clients buy or sell any security in which a related person to FF has a material financial interest.

## **C. Investing Personal Money in the Same Securities as Clients**

Representatives of FF may buy or sell securities for themselves that they also recommend to clients. FF will always document any transactions that could be construed as conflicts of interest.

## **D. Trading Securities At/Around the Same Time as Clients' Securities**

Representatives of FF routinely trade the exact same securities at the same time and price as clients. FF will always act in the best interest of the client.

# **Item 12: Brokerage Practices**

## **A. Factors Used to Select Custodians and/or Broker/Dealers**

The Custodian, Schwab Institutional, is a division of Charles Schwab & Co., Inc., was chosen based on their relatively low transaction fees and access to mutual funds and ETFs as well as industry reputation. FF will never charge a premium or commission on transactions, beyond the actual cost imposed by Custodian.

### ***1. Research and Other Soft-Dollar Benefits***

FF receives research, products, or other services from its broker/dealer or another third-party in connection with client securities transactions ("soft dollar benefits"). There is no minimum client number or dollar number that FF must meet in order to receive free research from the custodian or broker/dealer. There is no incentive for FF to direct clients to this particular broker-dealer over other broker-dealers who offer the same services. However, because this firm does not have to produce or pay for services or products it has an incentive to choose a custodian that provides those services based on its interests rather than the clients' interests. The first consideration when recommending broker/dealers to clients is best execution. FF always acts in the best interest of the client.

### ***2. Brokerage for Client Referrals***

FF receives no referrals from a broker-dealer or third party in exchange for using that broker-dealer or third party.

### ***3. Clients Directing Which Broker/Dealer/Custodian to Use***

FF will not allow clients to direct FF to use a specific broker-dealer to execute transactions. Clients must use FF recommended custodian (broker-dealer). Not all investment advisers require their clients to direct brokerage. By requiring clients to use our specific custodian, FF may be unable to achieve most favorable execution of client transaction and that this may cost clients money over using a lower-cost custodian.

#### **B. Aggregating (Block) Trading for Multiple Client Accounts**

FF maintains the ability to block trade purchases across accounts. While block trading may benefit clients by purchasing larger blocks in groups, we do not feel that the clients are at a disadvantage due to the best execution practices of our custodian.

## **Item 13: Reviews of Accounts**

#### **A. Frequency and Nature of Periodic Reviews and Who Makes Those Reviews**

Client accounts are reviewed at least quarterly by a member of the Portfolio Management team. The Portfolio Management Team is instructed to review clients' accounts with regards to their investment policies and risk tolerance levels. All accounts at FF are assigned to the members of this team.

#### **B. Factors That Will Trigger a Non-Periodic Review of Client Accounts**

Reviews may be triggered by material market, economic or political events, or by changes in client's financial situations (such as retirement, termination of employment, physical move, or inheritance).

#### **C. Content and Frequency of Regular Reports Provided to Clients**

Each client will receive at least quarterly a written report detailing the clients account performance, which will come from the custodian.

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

### **A. Economic Benefits Provided by Third Parties for Advice Rendered to Clients (Includes Sales Awards or Other Prizes)**

FF does not receive any economic benefit, directly or indirectly from any third party for advice rendered to FF clients.

### **B. Compensation to Non -Advisory Personnel for Client Referrals**

FF may, via written arrangement, retain third parties to act as individuals to be compensated for client referrals for FF's investment management services. All compensation with respect to the foregoing will be fully disclosed to each client to the extent required by applicable law. FF will ensure each individual to be compensated for client referrals is properly registered in all appropriate jurisdictions.

## **Item 15: Custody**

FF, with client written authority, has limited custody of client's assets through direct fee deduction of FF's Fees only. If the client chooses to be billed directly by Charles Schwab & Co., Inc., FF would have constructive custody over that account and must have written authorization from the client to do so. Clients will receive all required account statements and billing invoices from the custodian, that are required in each jurisdiction, and they should carefully review those statements for accuracy.

## **Item 16: Investment Discretion**

For those client accounts where FF provides ongoing supervision, the client has given FF written discretionary authority over the client's accounts with respect to securities to be bought or sold and the amount of securities to be bought or sold. Details of this relationship are fully disclosed to the client before any advisory relationship has commenced. The client provides FF discretionary authority via a limited power of attorney that the client must review and execute in the Investment Advisory Contract and in the contract between the client and the custodian.

## **Item 17: Voting Client Securities (Proxy Voting)**

FF will not ask for, nor accept voting authority for client securities. Clients will receive proxies directly from the issuer of the security or the custodian. Clients should direct all proxy questions to the issuer of the security.

## **Item 18: Financial Information**

### **A. Balance Sheet**

FF does not require nor solicit prepayment of more than \$1,200 in fees per client, six months or more in advance and therefore does not need to include a balance sheet with this brochure.

### **B. Financial Conditions Reasonably Likely to Impair Ability to Meet Contractual Commitments to Clients**

Neither FF nor its management have any financial conditions that are likely to reasonably impair our ability to meet contractual commitments to clients.

### **C. Bankruptcy Petitions in Previous Ten Years**

Neither FF nor its management has been the subject of a bankruptcy petition in the last ten years.

*This brochure supplement provides information about Mark Stuart Friedenthal that supplements the Friedenthal Financial, LLC brochure. You should have received a copy of that brochure. Please contact Mark Stuart Friedenthal, President if you did not receive Friedenthal Financial, LLC's brochure or if you have any questions about the contents of this supplement.*

**Friedenthal Financial, LLC**  
Form ADV Part 2B – Individual Disclosure Brochure

*for*

**Mark Stuart Friedenthal**

Personal CRD Number: 2661065  
Investment Adviser Representative

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## Item 2: Educational Background and Business Experience

**Name:** Mark Stuart Friedenthal      **Born:** 1973

### Education Background and Professional Designations:

Education: BBA Finance/Management, Emory University 1995

### Business Background:

2009 - Present	President Friedenthal Financial, LLC
2005 - 2009	Vice President Citigroup
1999 - 2005	Vice President PHH Corp.
1997 - 1999	Pricing Manager GE Capital
1996 - 1997	Analyst Federal Reserve Bank of Atlanta
1995 - 1996	Asst. Portfolio Manager SRI Group

## Item 3: Disciplinary Information

There are no legal or disciplinary events that are material to a client's or prospective client's evaluation of this advisory business.

## Item 4: Other Business Activities

Mark Stuart Friedenthal is the owner of a software technology company, Lexlan LLC.

## Item 5: Additional Compensation

Other than salary, annual bonuses, or regular bonuses, Mark Stuart Friedenthal does not receive any economic benefit from any person, company, or organization, in exchange for providing clients advisory services through Friedenthal Financial, LLC.

## **Item 6: Supervision**

As the only owner and representative of Friedenthal Financial, LLC, Mark Stuart Friedenthal supervises all duties and activities. Mark Stuart Friedenthal's contact information is on the cover page of this disclosure document.

*This brochure supplement provides information about Frederic Collins Wheeler IV that supplements the Friedenthal Financial, LLC brochure. You should have received a copy of that brochure. Please contact Mark Stuart Friedenthal, President if you did not receive Friedenthal Financial, LLC's brochure or if you have any questions about the contents of this supplement.*

**Friedenthal Financial, LLC**  
Form ADV Part 2B – Individual Disclosure Brochure

*for*

**Frederic (aka Ryan) Collins Wheeler IV**

Personal CRD Number: 5679832  
Investment Adviser Representative

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[ryan@friedenthalfinancial.com](mailto:ryan@friedenthalfinancial.com)

## Item 2: Educational Background and Business Experience

**Name:** Frederic Collins Wheeler IV      **Born:** 1986

### **Education Background and Professional Designations:**

Education: BS Finance, Drexel University, 2009

### **Designations:**

#### **CFA - Chartered Financial Analyst**

The Chartered Financial Analyst (CFA) charter is a globally respected, graduate-level investment credential established in 1962 and awarded by CFA Institute - the largest global association of investment professionals.

There are currently more than 90,000 CFA charterholders working in 134 countries. To earn the CFA charter, candidates must: 1) pass three sequential, six-hour examinations; 2) have at least four years of qualified professional investment experience; 3) join CFA Institute as members; and 4) commit to abide by, and annually reaffirm, their adherence to the CFA Institute Code of Ethics and Standards of Professional Conduct.

#### **High Ethical Standards**

The CFA Institute Code of Ethics and Standards of Professional Conduct, enforced through an active professional conduct program, require CFA charterholders to:

- Place their clients' interests ahead of their own
- Maintain independence and objectivity
- Act with integrity
- Maintain and improve their professional competence
- Disclose conflicts of interest and legal matters

#### **Global Recognition**

Passing the three CFA exams is a difficult feat that requires extensive study (successful candidates report spending an average of 300 hours of study per level). Earning the CFA charter demonstrates mastery of many of the advanced skills needed for investment analysis and decision making in today's quickly evolving global financial industry. As a result, employers and clients are increasingly seeking CFA charterholders-often making the charter a prerequisite for employment.

Additionally, regulatory bodies in 22 countries and territories recognize the CFA charter as a proxy for meeting certain licensing requirements, and more than 125 colleges and universities around the world have incorporated a majority of the CFA Program curriculum into their own finance courses.

### Comprehensive and Current Knowledge

The CFA Program curriculum provides a comprehensive framework of knowledge for investment decision making and is firmly grounded in the knowledge and skills used every day in the investment profession. The three levels of the CFA Program test a proficiency with a wide range of fundamental and advanced investment topics, including ethical and professional standards, fixed-income and equity analysis, alternative and derivative investments, economics, financial reporting standards, portfolio management, and wealth planning.

The CFA Program curriculum is updated every year by experts from around the world to ensure that candidates learn the most relevant and practical new tools, ideas, and investment and wealth management skills to reflect the dynamic and complex nature of the profession.

*To learn more about the CFA charter, visit [www.cfainstitute.org](http://www.cfainstitute.org).*

### **Business Background:**

2019 -Present	Chief Investment Officer Friedenthal Financial, LLC
2013 - 2019	Portfolio Manager Friedenthal Financial, LLC
2010 - 2013	Junior Portfolio Manager Friedenthal Financial, LLC
2009 - 2010	Investment Advisor Representative Metlife
2008 - 2008	Junior Equity Analyst Haverford Trust Company
2007 - 2008	Portfolio Management Intern PENN Capital Management
2006 - 2006	Analyst Consumer Financial Group

### **Item 3: Disciplinary Information**

There are no legal or disciplinary events that are material to a client's or prospective client's evaluation of this advisory business.

### **Item 4: Other Business Activities**

Frederic Collins Wheeler IV is not engaged in any investment-related business or occupation (other than this advisory firm).

### **Item 5: Additional Compensation**

Other than salary, annual bonuses, or regular bonuses, Frederic Collins Wheeler IV does not receive any economic benefit from any person, company, or organization, in exchange for providing clients advisory services through Friedenthal Financial, LLC.

### **Item 6: Supervision**

Mark Friedenthal supervises all duties and activities of Frederic Collins Wheeler IV. Mr. Friedenthal's contact information is on the cover page of this disclosure document.

*This brochure supplement provides information about Mariellen H. Etter that supplements the Friedenthal Financial brochure. You should have received a copy of that brochure. Please contact Mariellen H. Etter if you did not receive Friedenthal Financial's brochure or if you have any questions about the contents of this supplement.*

*Additional information about Mariellen H. Etter is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).*

## **Friedenthal Financial**

Form ADV Part 2B – Individual Disclosure Brochure

*for*

### **Mariellen H. Etter**

Personal CRD Number: 4641622

Investment Adviser Representative

Friedenthal Financial, LLC  
5000 Sagemore Drive  
Suite 120  
Marlton, New Jersey, 08053  
(856) 210-6494  
[www.friedenthalfinancial.com](http://www.friedenthalfinancial.com)  
[Mariellen@FriedenthalFinancial.com](mailto:Mariellen@FriedenthalFinancial.com)

## Item 2: Educational Background and Business Experience

**Name:** Mariellen H. Etter                      **Born:** 1956

### **Educational Background and Professional Designations:**

#### **Education:**

Bachelors of Science Business, Rider University - 1981

#### **Designations:**

##### **CFP® - Certified Financial Planner**

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

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 62,000 individuals have obtained CFP® certification in the United States.

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

- Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board’s studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor’s Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board’s financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- Examination – Pass the comprehensive CFP® Certification Examination. The examination, 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:

- i. 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
- ii. Ethics – Renew an agreement to be bound by the *Standards of Professional Conduct*. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

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

### **Business Background:**

2013 - Present	Operations and Client Service Manager Friedenthal Financial
1981 - 2011	Product Specialist- Investment Management Adviser Evergreen Investments/Wachovia Bank

### **Item 3: Disciplinary Information**

There are no legal or disciplinary events that are material to a client’s or prospective client’s evaluation of this advisory business.

### **Item 4: Other Business Activities**

Mariellen H. Etter is not engaged in any investment-related business or occupation (other than this advisory firm).

### **Item 5: Additional Compensation**

Other than salary, annual bonuses, or regular bonuses, Mariellen H. Etter does not receive any economic benefit from any person, company, or organization, in exchange for providing clients advisory services through Friedenthal Financial.

## **Item 6: Supervision**

As a representative of Friedenthal Financial, Mariellen H. Etter works closely with supervisor Mark Friedenthal, and all advice provided to clients is reviewed by this supervisor prior to implementation. Mark Friedenthal can be reached at 856-210-6494.

*This brochure supplement provides information about Jack A. Goodman that supplements the Friedenthal Financial, LLC brochure. You should have received a copy of that brochure. Please contact Jack A. Goodman, Client Relationship Manager if you did not receive Friedenthal Financial, LLC's brochure or if you have any questions about the contents of this supplement.*

*Additional information about Jack A. Goodman is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).*

## **Friedenthal Financial, LLC**

Form ADV Part 2B – Individual Disclosure Brochure

*for*

### **Jack A. Goodman**

Personal CRD Number: 5851851

Investment Adviser Representative

Friedenthal Financial, LLC

5000 Sagemore Drive

Suite 120

Marlton, New Jersey, 08053

(609) 820-1933

[www.friedenthalfinancial.com](http://www.friedenthalfinancial.com)

[Jack@friedenthalfinancial.com](mailto:Jack@friedenthalfinancial.com)

## Item 2: Educational Background and Business Experience

Name: Jack A Goodman

Born: 1950

### Education Background and Professional Designations:

#### Education:

BA Psychology, Rutgers University -  
1972 JD Law, Seton Hall of Law - 1975

#### Business Background:

2012 - Present	Client Relationship Manager Friedenthal Financial, LLC
2010 - 2012	Financial Services Rep Metlife
2004 - 2010	Executive Vice President Mar-Vel International
1985 - 2004	President Delaware Valley Plumbing Supply

## Item 3: Disciplinary Information

There are no legal or disciplinary events that are material to a client's or prospective client's evaluation of this advisory business.

## Item 4: Other Business Activities

Jack A. Goodman is an Attorney and a Commercial Real Estate owner. Friedenthal Financial, LLC always acts in the best interest of the client.

### **Item 5: Additional Compensation**

Jack A. Goodman does not receive any economic benefit from any outside person, company, or organization, in exchange for providing clients advisory services through Friedenthal Financial, LLC.

### **Item 6: Supervision**

Jack A. Goodman works closely with his supervisor, Mark Friedenthal, and all advice provided to clients is reviewed by the supervisor prior to implementation. Jack A. Goodman's contact information is on the cover page of this disclosure document.

*This brochure supplement provides information about Daniel M. Reichman that supplements the Friedenthal Financial, LLC brochure. You should have received a copy of that brochure. Please contact Daniel M Reichman, Client Relationship Manager if you did not receive Friedenthal Financial, LLC's brochure or if you have any questions about the contents of this supplement.*

*Additional information about Daniel M Reichman is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).*

## **Friedenthal Financial, LLC**

Form ADV Part 2B – Individual Disclosure Brochure

*For*

### **Daniel M Reichman**

Personal CRD Number: 6926743  
Investment Adviser Representative

Friedenthal Financial, LLC  
2 Brook Rd.  
Tenafly, NJ 07670  
347-526-7307  
[www.friedenthalfinancial.com](http://www.friedenthalfinancial.com)  
[dan@eztracker401k.com](mailto:dan@eztracker401k.com)

## Item 2: Educational Background and Business Experience

**Name:** Daniel M Reichman      **Born:** 1969

### **Educational Background and Professional Designations:**

#### **Education:**

MBA Finance & Management, New York University/Stern School of Business - 2002  
BA Political Economy / Asian Studies, Williams College - 1988

#### **Designations:**

##### **CFA - Chartered Financial Analyst**

The Chartered Financial Analyst (CFA) charter is a globally respected, graduate-level investment credential established in 1962 and awarded by CFA Institute - the largest global association of investment professionals.

There are currently more than 90,000 CFA charterholders working in 134 countries. To earn the CFA charter, candidates must: 1) pass three sequential, six-hour examinations; 2) have at least four years of qualified professional investment experience; 3) join CFA Institute as members; and 4) commit to abide by, and annually reaffirm, their adherence to the CFA Institute Code of Ethics and Standards of Professional Conduct.

##### **High Ethical Standards**

The CFA Institute Code of Ethics and Standards of Professional Conduct, enforced through an active professional conduct program, require CFA charterholders to:

- Place their clients' interests ahead of their own
- Maintain independence and objectivity
- Act with integrity
- Maintain and improve their professional competence
- Disclose conflicts of interest and legal matters

##### **Global Recognition**

Passing the three CFA exams is a difficult feat that requires extensive study (successful candidates report spending an average of 300 hours of study per level). Earning the CFA charter demonstrates mastery of many of the advanced skills needed for investment analysis and decision making in today's quickly evolving global financial industry. As a result, employers and clients are increasingly seeking CFA charterholders-often making the charter a prerequisite for employment.

Additionally, regulatory bodies in 22 countries and territories recognize the CFA charter as a proxy for meeting certain licensing requirements, and more than 125 colleges and universities around the world have incorporated a majority of the CFA Program curriculum into their own finance courses.

### **Comprehensive and Current Knowledge**

The CFA Program curriculum provides a comprehensive framework of knowledge for investment decision making and is firmly grounded in the knowledge and skills used every day in the investment profession. The three levels of the CFA Program test a proficiency with a wide range of fundamental and advanced investment topics, including ethical and professional standards, fixed-income and equity analysis, alternative and derivative investments, economics, financial reporting standards, portfolio management, and wealth planning.

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To learn more about the CFA charter, visit [www.cfainstitute.org](http://www.cfainstitute.org).

### **Business Background:**

2018 - Present	Investment Adviser Representative Friedenthal Financial, LLC
2018 - Present	Partner EZTracker 401k
2017 - Present	Chief Financial Officer Kuzari Group, LLC
2014 - 2017	Chief Financial Officer RDG Global, LLC
2004 - 2014	Director of M&A MMG Advisors, Inc.
2001 - 2004	Manager BDO Seidman, LLP
1996 - 2000	Director of Corporate Finance CIBC
1994 - 1996	Analyst Chase Manhattan Bank

### **Item 3: Disciplinary Information**

There are no legal or disciplinary events that are material to a client's or prospective client's evaluation of this advisory business.

#### **Item 4: Other Business Activities**

Daniel M Reichman is the Chief Financial Officer of BKD Group LLC, Coopertive Laundry Tri-State LLC and CNR Publications, LLC. From time to time, he may offer clients advice or products from those activities and clients should be aware that these services may involve a conflict of interest. Friedenthal Financial, LLC always acts in the best interest of the client and clients always have the right to decide whether or not to utilize the services of any representative of Friedenthal Financial, LLC in such individual's outside capacities.

#### **Item 5: Additional Compensation**

Daniel M Reichman does not receive any economic benefit from any person, company, or organization, other than Friedenthal Financial, LLC in exchange for providing clients advisory services through Friedenthal Financial, LLC.

#### **Item 6: Supervision**

As a representative of Friedenthal Financial, LLC, Daniel M Reichman is supervised by Mark Friedenthal, the firm's Chief Compliance Officer. Mark Friedenthal is responsible for ensuring that Daniel M Reichman adheres to all required regulations regarding the activities of an Investment Adviser Representative, as well as all policies and procedures outlined in the firm's Code of Ethics and compliance manual. The phone number for Mark Friedenthal is (856) 210-6494.

*This brochure supplement provides information about Claudia Saia that supplements the Friedenthal Financial, LLC brochure. You should have received a copy of that brochure. Please contact Claudia Saia if you did not receive Friedenthal Financial, LLC's brochure or if you have any questions about the contents of this supplement.*

*Additional information about Claudia Saia is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).*

## **Friedenthal Financial, LLC**

Form ADV Part 2B – Individual Disclosure Brochure

*for*

### **Claudia Saia**

Personal CRD Number: 4671952

Investment Adviser Representative

Friedenthal Financial, LLC  
5000 Sagemore Drive  
Suite 120  
Marlton, New Jersey, 08053  
(201) 394-0509  
[claudia@friedenthalfinancial.com](mailto:claudia@friedenthalfinancial.com)

## Item 2: Educational Background and Business Experience

**Name:** Claudia Saia                      **Born:** 1982

### **Educational Background and Professional Designations:**

#### **Education:**

Bachelor of Science in Business Administration Finance and Accountancy, Villanova University - 2004

#### **Designations:**

##### **CFA - Chartered Financial Analyst**

The Chartered Financial Analyst (CFA) charter is a globally respected, graduate-level investment credential established in 1962 and awarded by CFA Institute - the largest global association of investment professionals.

There are currently more than 90,000 CFA charterholders working in 134 countries. To earn the CFA charter, candidates must: 1) pass three sequential, six-hour examinations; 2) have at least four years of qualified professional investment experience; 3) join CFA Institute as members; and 4) commit to abide by, and annually reaffirm, their adherence to the CFA Institute Code of Ethics and Standards of Professional Conduct.

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### **Business Background:**

05/2018 - Present	Investment Adviser Representative Friedenthal Financial, LLC
07/2004 - 06/2014	Vice President Morgan Stanley

### **Item 3: Disciplinary Information**

There are no legal or disciplinary events that are material to a client's or prospective client's evaluation of this advisory business.

### **Item 4: Other Business Activities**

Claudia Saia is not engaged in any investment-related business or occupation (other than this advisory firm).

### **Item 5: Additional Compensation**

Claudia Saia does not receive any economic benefit from any person, company, or organization, other than Friedenthal Financial, LLC in exchange for providing clients advisory services through Friedenthal Financial, LLC.

## **Item 6: Supervision**

As a representative of Friedenthal Financial, LLC, Claudia Saia is supervised by Mark Friedenthal, the firm's Chief Compliance Officer. Mark Friedenthal is responsible for ensuring that Claudia Saia adheres to all required regulations regarding the activities of an Investment Adviser Representative, as well as all policies and procedures outlined in the firm's Code of Ethics and compliance manual. The phone number for Mark Friedenthal is (856) 210-6494.