

Edward Ronald Lara, CFP®

Lara, May & Associates, LLC (“LMA”)

Headquarters: 7600 Leesburg Pike, Suite 120 East, Falls Church, VA 22043

Main Phone: 703.827.2300 800.842.8834 www.laramayllc.com

This document provides information about Edward Ronald Lara, CFP® that supplements the LMA ADV Part 2A Brochure or WRAP Fee Program Brochure. You should receive a copy of that Brochure. If you have any questions about the contents of this supplement or you would like a complete copy of LMA’s ADV please contact Compliance at 703-827-2300 or information@laramayllc.com. Additional information about Edward Ronald Lara, CFP® is available on the SEC’s website at www.adviserinfo.sec.gov.

ITEM 2 EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE

YOB 1943. Ron graduated from the University of Maryland with a Bachelor of Science degree in Civil Engineering. He is the Founding partner and President of Lara, May & Associates, LLC.

The CERTIFIED FINANCIAL PLANNER™, CFP®

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:

- 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.

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

ITEM 4 OTHER BUSINESS ACTIVITIES

BROKER AGENT: This individual is also a broker agent of LMA, a fully disclosed, introducing broker/dealer. This enables the individual to effect transactions for a commission as a broker agent. Clients should discuss their investment needs with the above named investment advisor representative (“IAR”) to determine if their situation may be better served in a broker/commission relationship versus an IAR/fee-based program. Related persons of LMA may buy or sell for themselves or related accounts securities that they also recommend to clients. The situation could occur where an IAR is buying or selling securities for a personal or related account that they are also recommending to clients. When possible, trades submitted at the same time may be aggregated as a block trade with the average price applied to all respective accounts. If a security is bought/sold for a client at the same time it is bought/sold by the IAR the lowest/highest price will go to the client. If the IAR is unable to make a block the trade (such as if the account types are different) the IAR will submit the client’s trade first if the IAR is on the same side. If the client and IAR’s activity is opposite, the IAR will submit their transaction first. Unsolicited trades will be executed per the client’s request and will not apply to these practices. Personal and related accounts are coded as such, and trades are monitored by a firm principal and the Chief Compliance Officer. Additionally statements of personal accounts outside of LMA are reviewed monthly or quarterly for conflicts of interest. Acting in a broker agent capacity in a brokerage account the individual may receive commissions based on the sale of securities or other investment products including, but not limited to, distribution or service (“trail”) fees from the sale of mutual funds. This could create a conflict of interest as an incentive to recommend the investment products based on the compensation received, rather than on the clients’ need. Please consult with your IAR regarding any conflicts of interest or concerns you may have.

INSURANCE AGENT: LMA is also an insurance agency. Many IARs are also licensed insurance agents. An insurance agent may receive a commission from the insurance product company for products sold. The insurance commissions they may receive are in addition to other services provided or fees earned as a part of any other service.

OTHER:

Owner E. Ronald Lara Inc. - a non-investment related, tax structured company.

Pursuant to a management agreement between LMA, Focus and LS Management, LLC (the “Management Company”), the Management Company has agreed to provide persons to serve as officers of LMA who, in such capacity, will be responsible for the management, supervision and oversight of LMA. The primary member of the Management Company is E. Ronald Lara, who is an executive of LMA.

Ron is currently a member of the Board of Trustees for Youth For Tomorrow (YFT). YFT is a 501 (c)(3) non-profit organization and is currently licensed by the Commonwealth of Virginia Department of Social Services and Virginia Department of Behavioral Health and Development Services (DBHDS) to accommodate residential placements in their shelter and residential treatment center and DBHDS to provide opportunities for Therapeutic Day Treatment and Intensive-In-Home services. Ron is currently a compensated asset manager of the YFT Pooled Income Fund managed under LMA.

ITEM 5 ADDITIONAL COMPENSATION

In lieu of receiving direct advisory fees or commissions, Mr. Lara receives a management fee based on LMA company financials. Mr. Lara may directly or indirectly receive earn-out or other compensation from Focus Financial Partners, LLC, the parent company of LMA.

ITEM 6 SUPERVISION

The supervisory system of IARs includes, but is not limited to, principal approval of new account applications and program agreements, email sample review, outside account review, and trade monitoring. This individual’s designated supervisor is Charles R. Shaw, CEO at 703.761.3916.