

Firm Brochure

(Part 2A of Form ADV)

JAMES D. MAXON FINANCIAL ADVISORS, LLC

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www.linkedin.com/company/james-d-maxon-financial-advisors

<https://www.facebook.com/JDMFinancialAdvisors/>

www.JDMaxonCPA.com

<https://thetechnicalinvestor.wordpress.com/>

Jim@JDMaxonCPA.com

This brochure provides information about the qualifications and business practices of JAMES D. MAXON FINANCIAL ADVISORS, LLC. If you have any questions about the contents of this brochure, please contact us at: 781-932-1122, or by email at: Jim@JDMaxonCPA.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 JAMES D. MAXON FINANCIAL ADVISORS, LLC is available on the SEC's Website at www.advisorinfo.sec.gov.

October 1, 2019

Material Changes

Annual Update

The Material Changes section of this brochure will be updated annually when material changes occur since the previous release of the Firm Brochure.

Material Changes since the Last Update

Updates include prepaid fee to be returned in the event of contract termination or nonperformance, recommended security categories, custody information, and analysis methods.

Full Brochure Available

Whenever you would like to receive a complete copy of our Firm Brochure, please contact us by telephone at: 781-932-1122 or by email:

Jim@JDMaxonCPA.com

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Advisory Business

Firm Description:

JAMES D. MAXON FINANCIAL ADVISORS, LLC was founded in 1998.

JAMES D. MAXON FINANCIAL ADVISORS, LLC provides personalized confidential financial planning and investment management to individuals and trusts. Advice is provided through consultation with the client and may include: determination of financial objectives, identification of financial problems, cash flow management, tax planning, insurance review, investment management, education funding, retirement planning, and estate planning.

JAMES D. MAXON FINANCIAL ADVISORS, LLC is strictly a fee-only financial planning and investment management firm. The firm does not sell annuities, insurance, stocks, bonds, mutual funds, limited partnerships, or other commissioned products. The firm is not affiliated with entities that sell financial products or securities. No commission in any form is accepted. No finder's fees are accepted.

Investment advice is an integral part of financial planning. In addition, JAMES D. MAXON FINANCIAL ADVISORS, LLC advises clients regarding cash flow, college planning, retirement planning, tax planning, and estate planning.

Investment advice is provided, with the client making the final decision on investment selection. JAMES D. MAXON FINANCIAL ADVISORS, LLC places trades for clients under a limited power of attorney.

An evaluation of each client's risk tolerance and financial objectives are determined before an investment strategy is recommended and implemented. Periodic reviews are also communicated to provide reminders of the specific courses of action that need to be taken. More frequent reviews occur but are not necessarily communicated to the client unless immediate changes are recommended.

Other professionals (e.g., lawyers, accountants, insurance agents, etc.) are engaged directly by the client on an as-needed basis. Conflicts of interest will be disclosed to the client in the unlikely event they should occur.

The initial meeting, which may be by telephone, is free of charge and is considered an exploratory interview to determine the extent to which financial planning and investment management may be beneficial to the client.

Principal Owners

James D. Maxon is a 100% Partner.

Types of Advisory Services

JAMES D. MAXON FINANCIAL ADVISORS, LLC provides investment supervisory services, also known as asset management services; furnishes investment advice through consultations; periodically issues special reports, charts, graphs, formulas, or other devices, at no charge to existing clients, which clients may use to evaluate securities.

On an occasion basis, JAMES D. MAXON FINANCIAL ADVISORS, LLC furnishes advice to clients on matters not involving securities, such as financial planning matters, taxation issues, and trust services that often include estate planning.

As of October 1, 2019, JAMES D. MAXON FINANCIAL ADVISORS, LLC manages approximately \$22,675,000 in assets for approximately 80 accounts. Approximately \$22,675,000 is managed on a discretionary basis, and \$0 is managed on a non-discretionary basis.

Types of Agreements

The following agreements define the typical client relationships.

Advisory Service Agreement

Most clients choose to have JAMES D. MAXON FINANCIAL ADVISORS, LLC manage their assets in order to obtain ongoing in-depth advice and life planning. All aspects of the client's financial affairs may be reviewed, including those of their children. Realistic and measurable goals are set and objectives to reach those goals are defined. As goals and objectives change over time, suggestions are made and implemented on an ongoing basis.

The scope of work and fee for an Advisory Service Agreement is provided to the client in writing prior to the start of the relationship. An Advisory Service Agreement may include: cash flow management; insurance review; investment

management (including performance reporting); education planning; retirement planning; estate planning; and tax preparation; as well as the implementation of the recommendations within each area.

The annual Advisory Service Agreement fee is based on a percentage of the investable assets according to the following schedule:

1.00% on \$0 - \$100,000

0.90% on \$100,001 - \$2,000,000

0.85% on \$2,000,001 - \$3,000,000

0.80% on \$3,000,001 - \$5,000,000

0.75% on assets greater than \$5,000,000

The minimum annual fee is \$500 and is *NEGOTIABLE*. Current client relationships may exist where the fees are higher or lower than the fee schedule above.

Although the Advisory Service Agreement is an ongoing agreement and constant adjustments are required, the length of service to the client is at the client's discretion. The client or the investment manager may terminate an Agreement by written notice to the other party. At termination, fees will be billed on a pro rate basis for the portion of the quarter completed. The portfolio value at the completion of the prior full billing quarter is used as the basis for the fee computation, adjusted for the number of days during the billing quarter prior to termination.

Tax preparation work is performed as an integral part of the Advisory Service Agreement. Eligible Federal and applicable State returns are filed electronically without an additional fee.

Financial Planning Agreement

As a supplement to investment advisory services, clients can request a financial planning service be provided. Clients are not obligated to undergo the financial planning process in order to obtain investment advisory services. The financial plan may include, but is not limited to: a net worth statement; a cash flow statement; a review of investment accounts, including reviewing asset allocation and providing repositioning recommendations; strategic tax planning; a review of retirement account and plans including recommendations; a review of insurance

policies and recommendations for changes, if necessary; one or more retirement scenarios; estate planning review and recommendations; and education planning with funding recommendations.

Detailed investment advice and specific recommendations are provided as part of a financial plan. Implementation of the recommendations is at the discretion of the client.

Hourly Planning & Meeting Engagements

JAMES D. MAXON FINANCIAL ADVISORS, LLC provides hourly planning and consultation services to existing clients on an as needed basis. The hourly rate for these engagements is \$250.

Asset Management

Assets are invested primarily in no-load mutual funds and exchange-traded funds, usually through discount brokers. Fund companies charge each shareholder an investment management fee that is disclosed in the fund prospectus. Discount brokerages may charge a transaction fee for the purchase of some funds.

Stocks and bonds may be purchased or sold through a brokerage account when appropriate. The brokerage firm charges a fee for stock and bond trades. JAMES D. MAXON FINANCIAL ADVISORS, LLC does not receive any compensation, in any form, from fund companies.

Investments may also include: equities (stocks), corporate debt securities (through mutual or exchange traded funds); municipal securities, and U.S. Government securities.

Initial Public Offerings (IPO's) are not available through JAMES D. MAXON FINANCIAL ADVISORS, LLC.

Termination of Agreement

A client may terminate any of the aforementioned agreements at any time by notifying JAMES D. MAXON FINANCIAL ADVISORS, LLC in writing and paying the rate for the time spent on the investment advisory engagement prior to notification of termination.

JAMES D. MAXON FINANCIAL ADVISORS, LLC may terminate any of the aforementioned agreements at any time by notifying the client in writing.

Fees and Compensation

Description

JAMES D. MAXON FINANCIAL ADVISORS, LLC bases its fees on a percentage of assets under management and hourly charges (if applicable).

Some Retainer Agreements may be priced based on the complexity of work, especially when asset management is not the most significant part of the relationship.

Fees are *NEGOTIABLE*.

Fee Billing

Investment management fees are billed quarterly, in *ADVANCE*, meaning that we invoice you *BEFORE* the three-month billing period has *BEGUN*. Payment in full is expected upon invoice presentation. Fees are usually deducted from a designated client account to facilitate billing. The client must consent in advance to direct debiting of their investment account.

Other Fees

Custodians may charge transaction fees on purchases or sales of certain mutual funds and exchange-traded funds. These transaction charges are usually small and incidental to the purchase or sale of a security. The selection of the security is more important than the nominal fee that the custodian charges to buy or sell the security.

JAMES D. MAXON FINANCIAL ADVISORS, LLC, in its sole discretion, may waive its minimum fee and/or charge a lesser investment advisory fee based upon certain criteria (e.g., historical relationship, type of assets, anticipated future earnings capacity, anticipated future additional assets, dollar amounts of assets to be managed, related accounts, account composition, negotiations with clients, etc.).

New Advisory Service Agreement fees are calculated on a formula basis and adjusted for complexity of individual situations. The formula is based on gross income, gross assets and other financial considerations.

Expense Ratios

Mutual funds generally charge a management fee for their services as investment managers. The management fee is called an expense ratio. For example, an expense ratio of 0.50% means that the mutual fund company charges 0.50% for their services. These fees are in addition to the fees paid by you to JAMES D. MAXON FINANCIAL ADVISORS, LLC.

Performance figures quoted by mutual fund companies in various publications are after their fees have been deducted.

Past Due Accounts and Termination of Agreement

JAMES D. MAXON FINANCIAL ADVISORS, LLC reserves the right to stop work on any account that is more than **120** days overdue. In addition, JAMES D. MAXON FINANCIAL ADVISORS, LLC reserves the right to terminate any client that has willfully concealed or has refused to provide pertinent information about financial situations when necessary or appropriate, in JAMES D. MAXON FINANCIAL ADVISORS, LLC's judgement, to providing proper financial advice. Any unused portion of fees collected in advance will be refunded within **90** days.

Prepaid fee returned in the event of contract termination or nonperformance

JAMES D. MAXON FINANCIAL ADVISORS, LLC policy is to refund the client's last quarterly advisor fee in the event of contract termination or nonperformance.

Performance – Based Fees

Sharing of Capital Gains

Fees are not based on a share of the capital gains or capital appreciation of managed securities.

JAMES D. MAXON FINANCIAL ADVISORS, LLC does not use a performance – based fee structure because of the potential conflict of interest.

Performance – based compensation may create an incentive for the advisor to recommend an investment that may carry a higher degree of risk to the client.

Types of Clients

Description

JAMES D. MAXON FINANCIAL ADVISORS, LLC generally provides investment advice to individuals and trusts. Client relationships vary in scope and length of service.

Account Minimums

The minimum account size is \$100,000 of assets under management, which equates to an annual fee of \$1,000.

JAMES D. MAXON FINANCIAL ADVISORS, LLC has the discretion to waive the account minimum. Accounts of less than \$100,000 may be set up when the client and the advisor anticipate the client will add additional funds to the accounts bringing the total to \$100,000 within a reasonable time frame. Other exceptions will apply to employees of JAMES D. MAXON FINANCIAL ADVISORS, LLC and their relatives, or relatives of existing clients.

Clients receiving ongoing asset management services will be assessed a \$500 minimum fee. Clients with assets below the minimum account size may pay a higher percentage rate on their annual fees than the fees paid by clients with greater assets under management.

Methods of Analysis, Investment Strategies and Risk of Loss

Methods of Analysis

Security analysis methods may include charting, fundamental analysis, and technical analysis.

The main sources of information include financial newspapers and magazines, inspections of corporate activities, research materials prepared by others, corporate rating services, financial reports, prospectuses, filings with the Securities and Exchange Commission, company press releases, and economic data points.

Other sources of information that JAMES D. MAXON FINANCIAL ADVISORS, LLC may use is Morningstar fund and stock information, Fidelity Management Research, and the World Wide Web.

Investment Strategies

The primary investment strategy used on client accounts is strategic asset allocation utilizing a core and satellite approach. This means that we use passively managed index and exchange traded funds as the core investments, and then add actively managed funds and individual stocks where there are greater opportunities to make a difference. Portfolios are globally diversified to control the risk associated with traditional markets.

The investment strategy for a specific client is based upon the objectives stated by the client during consultations. The client may change these objectives at any time.

Risk of Loss

All investment programs have certain risks that are borne by the investor. Our investment approach constantly keeps the risk of loss in mind. Investors face the following investment risks:

- **Interest-rate Risk:** Fluctuations in interest rates may cause investment prices to fluctuate. For example, when interest rates rise, yields on existing bonds become less attractive, causing their market values to decline.
- **Market Risk:** The price of a security, bond, or mutual fund may drop in reaction to tangible and intangible events and conditions. This type of risk is caused by external factors independent of a security's particular underlying circumstances. For example, political, economic and social conditions may trigger market events.
- **Inflation Risk:** When any type of inflation is present, a dollar today will not buy as much as a dollar next year, because purchasing power is eroding at the rate of inflation.

- **Currency Risk:** Overseas investments are subject to fluctuations in the value of the dollar against the currency of the investment's originating country. This is also referred to as exchange rate risk.
- **Reinvestment Risk:** This is the risk that future proceeds from investments may have to be reinvested at a potentially lower rate of return (i.e. interest rate). This primarily relates to fixed income securities.
- **Business Risk:** These risks are associated with a particular industry or a particular company within an industry. For example, oil-drilling companies depend on finding oil and then refining it, a lengthy process, before they can generate a profit. They carry a higher risk of profitability than an electric company, which generates its income from a steady stream of customers who buy electricity no matter what the economic environment is like.
- **Liquidity Risk:** Liquidity is the ability to readily convert an investment into cash. Generally, assets are more liquid if many traders are interested in a standardized product. For example, Treasury Bills are highly liquid, while real estate properties are not.
- **Financial Risk:** Excessive borrowing to finance a business' operations increases the risk of profitability, because the company must meet the terms of its obligations in good times and bad. During periods of financial stress, the inability to meet loan obligations may result in bankruptcy and/or a declining market value.

Disciplinary Information

Legal and Disciplinary

The firm and its employees have not been involved in legal or disciplinary events related to past or present investment clients.

Other Financial Industry Activities and Affiliations

Financial Industry Activities

JAMES D. MAXON FINANCIAL ADVISORS, LLC is registered as an independent investment advisor.

Affiliations

JAMES D. MAXON FINANCIAL ADVISORS, LLC has arrangements that are material to its advisory or its clients with a related person who is a broker dealer, investment company (Fidelity Institutional Wealth Management), and accounting firm (James D. Maxon, CPA, LLC).

Code of Ethics, Participation or Interest in Client Transactions and Personal Trading

Code of Ethics

The employees of JAMES D. MAXON FINANCIAL ADVISORS, LLC have committed to a Code of Ethics that is available for review by clients and prospective clients upon request. The firm will provide a copy of the Code of Ethics to any client or prospective client upon request.

Participation or Interest in Client Transactions

JAMES D. MAXON FINANCIAL ADVISORS, LLC and its employees may buy or sell securities that are also held by clients. Employees may not trade their own securities ahead of client trades. Employees comply with the provisions of the JAMES D. MAXON FINANCIAL ADVISORS, LLC *Compliance Manual*.

Personal Trading

The Chief Compliance Officer of JAMES D. MAXON FINANCIAL ADVISORS, LLC is James D. Maxon. He reviews all employee trades regularly. Since most employee trades are small mutual fund trades or exchange-traded fund trades, the trades do not affect the securities markets.

Brokerage Practices

Selecting Brokerage Firms

JAMES D. MAXON FINANCIAL ADVISORS, LLC has an arrangement with National Financial Services LLC and Fidelity Brokerage Services LLC (collectively, and together with all affiliates, “Fidelity”) through which Fidelity provides JAMES D. MAXON FINANCIAL ADVISORS, LLC with “institutional platform services.” The institutional platform services include, among others, brokerage, custody, and other related services. Fidelity’s institutional platform services that assist JAMES D. MAXON FINANCIAL ADVISORS, LLC in managing and administering clients’ accounts include software and other technology that (i) provide access to client account data (such as trade confirmations and account statements); (ii) facilitate trade execution and allocate aggregated trade orders for multiple client accounts; (iii) provide research, pricing and other market data; (iv) facilitate payment of fees from its clients’ accounts; and (v) assist with back-office functions, recordkeeping and client reporting.

Fidelity also offers other services intended to help JAMES D. MAXON FINANCIAL ADVISORS, LLC manage and further develop its advisory practice. Such services include, but are not limited to, performance reporting, financial planning, contact management systems, third party research, publications, access to educational conferences, roundtables and webinars, practice management resources, access to consultants and other third party service providers who provide a wide array of business related services and technology with whom JAMES D. MAXON FINANCIAL ADVISORS, LLC may contract directly.

JAMES D. MAXON FINANCIAL ADVISORS, LLC is independently operated and owned and is not affiliated with Fidelity. Fidelity generally does not charge its advisor clients separately for custody services but is compensated by account holders through commissions and other transactions-related or asset-based fees for securities trades that are executed through Fidelity or that settle into Fidelity accounts (i.e., transactions fees are charged for certain no-load mutual funds, commissions are charged for individual equity and debt securities transactions). Fidelity provides access to many no-load mutual funds without transaction charges and other no-load funds at nominal transaction charges.

Best Execution

JAMES D. MAXON FINANCIAL ADVISORS, LLC reviews the execution of trades at each custodian regularly. The review is documented in the JAMES D. MAXON FINANCIAL ADVISORS, LLC *Compliance Manual*. Trading fees charged by the custodians are also reviewed regularly. JAMES D. MAXON FINANCIAL ADVISORS, LLC does not receive any portion of the trading fees.

Soft Dollars per Fidelity

Fidelity is providing JAMES D. MAXON FINANCIAL ADVISORS, LLC with certain brokerage and research products and services that qualify as “brokerage or research services” under Section 28(e) of the Securities Exchange Act of 1934 (“Exchange Act”).

And/or...

JAMES D. MAXON FINANCIAL ADVISORS, LLC participates in the Fidelity Wealth Advisor Solutions program. Wealth Advisor Solutions is a referral program designed to introduce high net worth investors to independent registered investment advisors. JAMES D. MAXON ADVISORS, LLC does not pay a fee to participate in the Wealth Advisor Solutions Program. JAMES D. MAXON FINANCIAL ADVISORS, LLC participation in the program may raise potential conflicts of interest. JAMES D. MAXON FINANCIAL ADVISORS, LLC may have an incentive to recommend that clients custody asset with Fidelity.

Order Aggregation

Most trades are mutual funds or exchange-traded funds where trade aggregation does not garner any client benefit.

Review of Accounts

Periodic Reviews

Account reviews are performed regularly by James D. Maxon of JAMES D. MAXON FINANCIAL ADVISORS, LLC. Account reviews are performed more frequently when market conditions dictate.

Review Triggers

Other conditions that may trigger a review are changes in the tax laws, new investment information, and changes in a client's own situation.

Regular Reports

Account reviewers are members of the firm's Investment Committee. They are instructed to consider the client's current security positions and the likelihood that the performance of each security will contribute to the investment objectives of the client.

Clients receive periodic communications on at least an annual basis. *Advisory Service Agreement* clients, *Investment Management* clients, and *Retainer Agreement* clients receive written quarterly updates. The written updates may include a net worth statement, portfolio statement, tax return (if the client requests tax preparation services), and a summary of objectives and progress towards meeting those objectives.

Client Referrals and Other Compensation

Incoming Referrals

JAMES D. MAXON FINANCIAL ADVISORS, LLC has been fortunate to receive many client referrals over the years. The referrals came from current clients, estate planning attorneys, accountants, employees, personal friends of employees and other similar sources. The firm does not compensate referring parties for these referrals.

Referrals Out

JAMES D. MAXON FINANCIAL ADVISORS, LLC does not accept referral fees or any form of remuneration from other professionals when a prospect or client is referred to them.

Custody

Account Statements

All assets are held at qualified custodians, which mean the custodians provide account statements directly to clients at their address of record at least quarterly.

Performance Reports

Clients are urged to compare the account statements received directly from their custodians to the performance report statements provided by JAMES D. MAXON FINANCIAL ADVISORS, LLC on a quarterly basis.

Net Worth Statements

Clients are provided net worth statements and net worth graphs that are generated from our client relationship management system. Net worth statements contain approximations of bank account balances provided by the client, as well as the value of land and hard-to-price real estate. The net worth statements are used for long-term financial planning where the exact values of assets are not material to the financial planning tasks.

Investment Discretion

Discretionary Authority for Trading

JAMES D. MAXON FINANCIAL ADVISORS, LLC accepts discretionary authority to manage securities accounts on behalf of clients. JAMES D. MAXON FINANCIAL ADVISORS, LLC has the authority to determine, without obtaining specific client consent, the securities to be bought or sold, and the amount of the securities to be bought or sold. However, JAMES D. MAXON FINANCIAL ADVISORS, LLC consults with the client prior to each trade to obtain concurrence if a blanket trading authorization has not been given.

The client approves the custodian to be used and the commission rates paid to the custodian. JAMES D. MAXON FINANCIAL ADVISORS, LLC does not receive any portion of the transaction fees or commissions paid by the client to the custodian on certain trades.

Discretionary trading authority facilitates placing trades in your accounts on your behalf so that we may promptly implement the investment policy that you have approved in writing.

Limited Power of Attorney

A limited power of attorney is a trading authorization for this purpose. You sign a limited power of attorney so that we may execute the trades that you have approved.

Voting Client Securities

Proxy Votes

JAMES D. MAXON FINANCIAL ADVISORS, LLC does not vote proxies on securities. Clients are expected to vote their own proxies.

When assistance on voting proxies is requested, JAMES D. MAXON FINANCIAL ADVISORS, LLC will provide recommendations to the Client. If a conflict of interest exists, it will be disclosed to the Client.

Financial Information

Financial Condition

JAMES D. MAXON FINANCIAL ADVISORS, LLC does not have any financial impairment that will preclude the firm from meeting contractual commitments to clients.

A balance sheet is not required to be provided because JAMES D. MAXON FINANCIAL ADVISORS, LLC does not serve as a custodian for client funds or securities, and does not require prepayment of fees of more than \$500 per client, and six months or more in advance.

Business Continuity Plan

General

JAMES D. MAXON FINANCIAL ADVISORS, LLC has a Business Continuity Plan in place that provides detailed steps to mitigate and recover from the loss of office space, communications, services or key people.

Disasters

The Business Continuity Plan covers natural disasters such as snow storms, hurricanes, tornados, and flooding. The Plan covers man-made disasters such as loss of electrical power, loss of water pressure, fire, bomb threat, nuclear emergency, chemical event, biological event, T-1 communications line outage, Internet outage, railway accident and aircraft accident. Electronic files are backed up daily and archived offsite.

Alternate Offices

Alternate offices are identified to support ongoing operations in the event the main office is unavailable. It is our intention to contact all clients within five days of a disaster that dictates moving our office to an alternate location.

Loss of Key Personnel

JAMES D. MAXON FINANCIAL ADVISORS, LLC has signed a Business Continuation Agreement with another financial advisory firm to support JAMES D. MAXON FINANCIAL ADVISORS, LLC in the event of James D. Maxon's serious disability or death.

Information Security Program

Information Security

JAMES D. MAXON FINANCIAL ADVISORS, LLC maintains an information security program to reduce the risk that your personal and confidential information may be breached.

Privacy Notice

JAMES D. MAXON FINANCIAL ADVISORS, LLC is committed to maintaining the confidentiality, integrity and security of the personal information that is entrusted to us.

The categories of nonpublic information that we collect from you may include information about your personal finances, information about your health to the extent that it is needed for the financial planning process, information about transactions between you and third parties, and information from consumer reporting agencies, e.g., credit reports. We use this information to help you meet your personal financial goals.

With your permission, we disclose limited information to attorneys, accountants, and mortgage lenders with whom you have established a relationship. You may opt out from our sharing information with these nonaffiliated third parties by notifying us at any time by telephone (781) 9321122, mail, fax (781-933-7329), email Jim@JDMaxonCPA.com, or in person. With your permission, we share a limited amount of information about you with your brokerage firm in order to execute securities transactions on your behalf.

We maintain a secure office to ensure that your information is not placed at unreasonable risk. We employ a firewall barrier, secure data encryption techniques and authentication procedures in our computer environment.

We do not provide your personal information to mailing list vendors or solicitors. We require strict confidentiality in our agreements with unaffiliated third parties that require access to your personal information, including financial service companies, consultants, and auditors. Federal and state securities regulators may review our Company records and your personal records as permitted by law.

Personally identifiable information about you will be maintained while you are a client, and for the required period thereafter that records are required to be maintained by federal and state securities laws. After that time, information may be destroyed.

We will notify you in advance if our privacy policy is expected to change. We are required by law to deliver this *Privacy Notice* to you annually, in writing.

ADV PART 2B – Supplements

10/04/2019

Item 1 – Cover Page

James Douglas Maxon, CPA (CRD #: 3158896)

James D. Maxon Financial Advisors, LLC

8 Cedar Street - Suite 44

Woburn, MA 01801

781-932-1122

10/04/2019

Additional information about James D. Maxon is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 – Educational Background and Business Experience

James D. Maxon, CPA

Date of birth: August 11, 1950

EDUCATION:

Economics (BA) – University of Massachusetts Lowell Technological Institute (1972)

Accounting (BA) – Bentley College (1981)

BUSINESS EXPERIENCE:

James D. Maxon, CPA, LLC (1986 to Present)

James D. Maxon Financial Advisors, LLC (1998 to Present)

PROFESSIONAL DESIGNATIONS:

Certified Public Accountant (1981)

PROFESSIONAL DESIGNATION DISCLOSURES:

Certified Public Accountant (CPA) CPAs are licensed and regulated by their state boards of accountancy. While state laws and regulations vary, the education, experience and testing requirements for licensure as a CPA generally include minimum college education (typically 150 credit hours with at least a baccalaureate degree and a concentration in accounting), minimum experience levels (most states require at least one year of experience providing services that involve the use of accounting, attest, compilation, management advisory, financial advisory, tax or consulting skills, all of which must be achieved under the supervision of or verification by a CPA), and successful passage of the Uniform CPA Examination. In order to maintain a CPA license, states generally require the completion of 40 hours of continuing professional education (CPE) each year (or 80 hours over a two-year period or 120 hours over a three-year period). Additionally, all American Institute of Certified Public Accountants (AICPA) members are required to follow a rigorous Code of Professional Conduct which requires that they act with integrity, objectivity, due care, competence, fully disclose any conflicts of interest (and obtain client consent if a conflict exists), maintain client confidentiality, disclose to the client any commission or referral fees, and serve the public interest when providing financial services. The vast majorities of state boards of accountancy have adopted the AICPA's Code of Professional Conduct within their state accountancy laws or have created their own.

Item 3 – Disciplinary Information

NONE

Item 4 – Other Investment Related Business Activities

NONE

Item 5- Additional Compensation

NONE

Item 6- Supervision

SUPERVISOR'S contact information:

(781) 932-1122 JIM@JDMAXONCPA.COM

Item 7- Requirements for State-Registered Advisers

The following additional items are required if you are a state-registered advisor:

Arbitration Claims: None

Self-Regulatory Organization or Administrative Proceeding: None

Bankruptcy Petition: None

Item 1 – Cover Page

Michael John Gouvalaris (CRD #: 6232582)

James D. Maxon Financial Advisors, LLC

8 Cedar Street - Suite 44

Woburn, MA 01801

781-932-1122

10/04/2019

Additional information about Michael J. Gouvalaris is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 – Educational Background and Business Experience

Michael John Gouvalaris

Date of birth: January 5, 1982

EDUCATION:

Accounting & Finance (BS) – Southern New Hampshire University (2017)

Financial Planning Certificate – Bryant University (2015)

BUSINESS EXPERIENCE:

James D. Maxon Financial Advisors, LLC (2013 to Present)

PROFESSIONAL DESIGNATIONS:

N/A

Item 3 – Disciplinary Information

NONE

Item 4 – Other Investment Related Business Activities

NONE

Item 5- Additional Compensation

NONE

Item 6- Supervision

Michael Gouvalaris is supervised by James D. Maxon, Principal. He reviews Michael Gouvalaris’s work through frequent office interactions as well as remote interactions. He also reviews Michael Gouvalaris’s activities through our client relationship management system.

SUPERVISOR’S contact information:

(781) 932-1122 JIM@JDMAXONCPA.COM

Item 7- Requirements for State-Registered Advisers

The following additional items are required if you are a state-registered advisor:

Arbitration Claims: None

Self-Regulatory Organization or Administrative Proceeding: None

Bankruptcy Petition: None