



**FORM ADV PART 2B  
BROCHURE SUPPLEMENT**

**Michael Severin Kennedy**

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The home office of Forum Financial Management, LP is located at 1900 South Highland Avenue, Suite 100, Lombard, IL 60148. Telephone: (630) 873-8520. Website: [www.forumfinancial.com](http://www.forumfinancial.com).

This brochure supplement provides information about Michael Severin Kennedy that supplements the Forum Financial Management, LP ("Forum") Form ADV Part 2A Brochure ("firm brochure"). You should have received a copy of that firm brochure. Please contact us at (630) 873-8520 if you did not receive Forum's firm brochure or if you have any questions about the contents of this brochure supplement.

Additional information about Michael Severin Kennedy is available on the SEC's Investment Adviser Public Disclosure website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## **Item 2 – Educational Background and Business Experience**

**Full Legal Name:** Michael Severin Kennedy

**Born:** 1954

### **Education Background:**

- Northern Illinois University: Bachelor of Science (BS), Finance – 1976
- Morton College: Associate of Arts (AA), Commerce – 1974

### **Business Experience:**

- Forum Financial Management, LP: Investment Adviser Representative – 9/2010 to Present

### **Professional Designations, Certifications, and Exams:**

- Uniform Combined State Law Exam (Series 66 Exam), 2002
- CERTIFIED FINANCIAL PLANNER™ (CFP®), 1986

Please refer to Part 2B Appendix 1 for definitions of the above.

## **Item 3 – Disciplinary Information**

Mr. Kennedy has no reportable disciplinary history.

## **Item 4 – Other Business Activities**

Mr. Kennedy is also an independent insurance agent. Clients of Mr. Kennedy in this business activity could also be clients of Forum Financial Management, LP. The fees earned by Mr. Kennedy in this capacity are separate and apart from the fees clients pay Forum for advisory services. Clients should be aware that the receipt of additional compensation by Mr. Kennedy in this outside business activity creates a conflict of interest. However, clients are under no obligation to purchase insurance products through Mr. Kennedy. As a fiduciary, Mr. Kennedy has certain legal obligations, including the obligation to act in the clients' best interests.

Please refer to "Item 10 – Other Financial Industry Activities and Affiliations" of Forum's firm brochure for complete disclosure of the above referenced outside business activities.

## **Item 5 – Additional Compensation**

Refer to the Other Business Activities section above for disclosures on Mr. Kennedy's receipt of additional compensation as a result of his other business activities.

Also, please refer to "Item 5 – Fees and Compensation" and "Item 14 – Client Referrals and Other Compensation" of Forum's firm brochure for additional disclosures on this topic.

## Item 6 – Supervision

As a registered investment adviser, Forum administers and enforces a regulatory compliance program, reasonably designed to detect and prevent violations of the Investment Advisers Act of 1940 and other applicable state and federal securities laws. Forum's compliance program is overseen by Forum's Chief Compliance Officer, Allison Tronnes, who delegates advisor supervision responsibilities among various advisor support personnel and teams.

Forum has a dedicated Advisor Support Team, and within that team is the primary point of contact for advisor supervision. Should a client or prospective client have any questions or concerns, please reach out to one of the following:

**Nikki Hopson**

Advisor Development and Supervision

(630) 376-4367

[nhopson@forumfinancial.com](mailto:nhopson@forumfinancial.com)

**Allison Tronnes**

Chief Compliance Officer

(630) 873-8512

[atronnes@forumfinancial.com](mailto:atronnes@forumfinancial.com)

## Item 7 – Part 2B Appendix 1

### **CERTIFIED FINANCIAL PLANNER™ (CFP®)**

The CERTIFIED FINANCIAL PLANNER™ (CFP®) is a professional certification awarded by the Certified Financial Planner Board of Standards, Inc. (CFP Board). It is recognized for its high standards for education, examination, experience, and ethics.

To become a CFP® professional, an individual must fulfill the following requirements:

- **Education** – Earn a bachelor's degree or higher from an accredited college or university and complete CFP Board-approved coursework at a college or university through a CFP Board Registered Program. The coursework covers the financial planning subject areas CFP Board has determined are necessary for the competent and professional delivery of financial planning services, as well as a comprehensive financial plan development capstone course. A candidate may satisfy some of the coursework requirement through other qualifying credentials. CFP Board implemented the bachelor's degree or higher requirement in 2007 and the financial planning development capstone course requirement in March 2012. Therefore, a CFP® professional who first became certified before those dates may not have earned a bachelor's or higher degree or completed a financial planning development capstone course.
- **Examination** – Pass the comprehensive CFP® Certification Examination. The examination is designed to assess an individual's ability to integrate and apply a broad base of financial planning knowledge in the context of real-life financial planning situations.
- **Experience** – Complete 6,000 hours of professional experience related to the personal financial planning process, or 4,000 hours of apprenticeship experience that meets additional requirements.
- **Ethics** – Satisfy the *Fitness Standards for Candidates for CFP® Certification and Former CFP® Professionals Seeking Reinstatement* and agree to be bound by CFP Board's *Code of Ethics and Standards of Conduct* ("Code and Standards"), which sets forth the ethical and practice standards for CFP® professionals.

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

- *Ethics* – Annually reaffirm and commit to complying with CFP Board’s *Code and Standards*. This includes a commitment to CFP Board, to act as a fiduciary, and to act in the best interests of the client at all times when providing financial advice and financial planning.
- *Continuing Education* – Complete 30 hours of continuing education every two years to maintain competence, demonstrate specified levels of knowledge and skills, and keep up with developments in financial planning. Two of the hours must be CFP Board-approved curriculum on ethics.

CFP® professionals who fail to comply with the above standards and requirements may be subject to the CFP Board’s disciplinary process, which could result in suspension or permanent revocation of the CFP® certification. For more information, refer to the CFP Board’s website at: <https://www.cfp.net/>.

#### **Uniform Combined State Law Exam (Series 66 Exam)**

The Uniform Combined State Law Exam (Series 66 exam) is a North American Securities Administrators Association (NASAA) exam administered by the Financial Industry Regulatory Authority, Inc. (FINRA). The exam consists of 100 scored questions. Candidates have 150 minutes to complete the exam. In order for a candidate to pass the Series 66 exam, the individual must correctly answer at least 73 of the 100 scored questions. For more information, refer to the NASAA website at: <https://www.nasaa.org/exams/>.