

Part 2A of Form ADV: Firm Brochure



Financial Concepts

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March 5, 2024

This brochure provides information about the qualifications and business practices of Financial Concepts. If you have any questions about the contents of this brochure, please contact us at 662-327-1480 or email, info@fincon.net. 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 Financial Concepts is also available on the SEC's website at www.FinancialConceptsinfo.sec.gov. You can search this site by a unique identifying number, known as a CRD number. Our firm's CRD number is 157616.

Item 2 Material Changes

This Firm Brochure is our disclosure document prepared according to the SEC's requirements and rules. As you will see, this document is a narrative that is substantially different in form and content and includes some new information that we were not previously required to disclose.

This brochure dated March 5, 2024, serves as an update to the last update of the brochure dated September 1, 2023. Consistent with the new rules, we will ensure that you receive a summary of any material changes to this and subsequent Brochures within 120 days of the close of our business' fiscal year. Furthermore, we will provide you with other interim disclosures about material changes as necessary.

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Item 4 Advisory Business

Financial Concepts is an SEC investment Financial Concepts with its principal place of business located in Mississippi. Financial Concepts began conducting advisory business in 2011.

Listed below is the firm's principal shareholder.

- **Scott T. Ferguson, CEO & Chief Compliance Officer**

Financial Concepts offers the following advisory services to our clients:

INVESTMENT SUPERVISORY SERVICES ("ISS") INDIVIDUAL PORTFOLIO MANAGEMENT

Our firm provides continuous advice to a client regarding the investment of client funds based on the individual needs of the client. Through personal discussions in which goals and objectives based on a client's particular circumstances are established, we develop a client's strategy and create and manage a portfolio based on that strategy. During our data-gathering process, we determine the client's individual objectives, time horizons, risk tolerance, and liquidity needs. As appropriate, we also review and discuss a client's prior investment history, as well as family composition and background.

We design portfolios based on a client's objectives and needs determined in the financial planning process. It is our firm's philosophy and belief that an investment portfolio should be changed based on changing financial goals and objectives, not market fluctuations. Our firm has a buy-and-hold investment strategy, and we make recommendations for portfolio changes based on our client's life circumstances, not market fluctuations. We do not believe in market timing and do not make recommendations based on market fluctuations. We believe that purchasing power erosion and inflation are the biggest risks our clients face. We believe the protection against that risk is ownership in equities. Therefore, we recommend portfolios that are primarily growth, growth, income, and balanced mutual fund portfolios.

Market risk is a part of owning equities. Therefore, our most significant value comes from behavior coaching, reminding clients of their long-term plans, goals, and objectives, and the history of owning the types of portfolios designed inside their financial plans. Often our biggest value comes from helping clients avoid the mistakes of timing or reacting to market emotion.

We communicate with clients on an ongoing basis to see if their objectives, goals, and financial needs have changed. If there have been significant changes, we discuss updating their plans and their portfolios. We manage these advisory accounts on a discretionary basis. Account supervision is guided by the client's stated objectives (i.e., maximum capital appreciation, growth, income, growth, and income, or capital preservation). Clients may impose reasonable restrictions on investing in certain securities, types of securities, or industry sectors.

Our investment recommendations are not limited to any specific product or service offered by a broker-dealer or insurance company and will generally include advice regarding the following securities:

- **Mutual fund shares**

That stated, many of our investment recommendations in mutual funds are primarily directed into one fund family.

Because some types of investments involve certain additional degrees of risk, they will only be implemented/recommended when consistent with the client's stated investment objectives, tolerance for risk, liquidity, and suitability.

FINANCIAL PLANNING

As part of our services, we provide financial planning to our clients. Financial planning is a comprehensive evaluation of a client's current and future financial state by using currently known variables to predict future cash flows, asset values, and withdrawal plans. Through the financial planning process, all questions, information, and analysis are considered as they impact and are impacted by the entire financial and life situation of the client. Clients purchasing this service receive a written report that provides the client with a detailed financial plan designed to assist the client in achieving his or her financial goals and objectives.

In general, the financial plan can address any or all the following areas:

- **PERSONAL:** We review family records, budgeting, personal liability, estate information and financial goals.
- **INVESTMENTS:** We analyze investment alternatives and their effect on the client's portfolio.
- **INSURANCE:** We review existing policies to ensure proper coverage for life, health, disability, long-term care, liability, home, and automobile.
- **RETIREMENT:** We analyze current strategies and investment plans to help the client achieve his or her retirement goals.
- **DEATH & DISABILITY:** We review the client's cash needs at death, income needs of surviving dependents, estate planning and disability income.

We gather required information through in-depth personal interviews. Information gathered includes the client's current financial status, tax status, future goals, returns objectives and attitudes towards risk. Should the client choose to implement our recommendations, we suggest the client work closely with his/her attorney, accountant, insurance agent, and/or stockbroker. Implementation of financial plan recommendations is entirely at the client's discretion.

We also provide general non-securities advice on topics that may include tax and budgetary planning, estate planning and business planning.

Financial Planning recommendations are not limited to any specific product or service offered by a broker-dealer or insurance company. All recommendations are of a generic nature.

PENSION CONSULTING SERVICES

We also provide several advisory services separately or in combination. While the primary clients for these services will be pension, profit sharing, and 401(k) plans, we offer these services, where appropriate, to individuals and trusts, estates, and charitable organizations. Pension Consulting Services is comprised of four distinct services. Clients may choose to use any or all of these services.

Investment Policy Statement Preparation (hereinafter referred to as "IPS"):

We will meet with the client (in person or over the telephone) to determine an appropriate investment strategy that reflects the plan sponsor's stated investment objectives for the management of the plan. Our firm then prepares a written IPS detailing those needs and goals, including an encompassing policy under which these goals are to be achieved. The IPS also lists the criteria for the selection of investment vehicles as well as the procedures and timing interval for monitoring of investment performance.

Selection of Investment Vehicles:

We assist plan sponsors in constructing appropriate asset allocation models. We will then review various mutual funds (both index and managed) to determine which investments are appropriate to implement the client's IPS. The number of investments to be recommended will be determined by the client, based on the IPS.

Monitoring of Investment Performance:

We monitor client investments continually, based on the procedures and timing intervals delineated in the Investment Policy Statement. Although our firm is not involved in any way in the purchase or sale of these investments, we supervise the client's portfolio and will make recommendations to the client as market factors and the client's needs dictate.

Employee Communications:

For pension, profit sharing and 401(k) plan clients with individual plan participants exercising control over assets in their own account ("self-directed plans"), we also provide quarterly educational support and investment workshops designed for the plan participants when the plan sponsor engages our firm to provide these services. The nature of the topics to be covered will be determined by us and the client under the guidelines established in ERISA Section 404(c). The educational support and investment workshops will NOT provide plan participants with individualized, tailored investment advice or individualized tailored asset allocation recommendations.

As of December 31, 2023, Financial Concepts is managing \$760,025,133 in assets under management.

LIMITATIONS: As individuals of Financial Concepts are insurance agents/brokers of various insurance companies, recommendations made in financial plans are limited to only those products offered through these companies.

Item 5 Fees and Compensation**INVESTMENT SUPERVISORY SERVICES ("ISS") INDIVIDUAL PORTFOLIO MANAGEMENT AND PENSION CONSULTING FEES**

Our annual fees for Investment Supervisory Services are assessed within a ranged rate of .5% - 1% of assets under management on an annualized basis.

A minimum of \$25,000 of assets under management is required for this service. This account size may be negotiable under certain circumstances. Financial Concepts may group certain related client accounts for the purposes of achieving the minimum account size and determining the annualized fee the client will pay Financial Concepts for its investment advisory services. The fee will be a percentage of the value of all assets in the account for each quarterly period ending the last business day of February, May, August, and November and shall be the product of (i) the average daily net asset value of assets invested in shares of the funds during the quarter; (ii) the number of days in the quarter; and (iii) the rate agreed to by the parties divided by the number of days in the year. The client authorizes the Transfer Agent to deduct the fee from their account and pay Financial Concepts based on the submission of the initial management fee as elected by the Adviser on the Class F-2 shares agreement. The Transfer Agent will send the client's quarterly statements showing all amounts paid from their account, including all management fees paid by the Transfer Agent to Financial Concepts.

Limited Negotiability of Advisory Fees: Although Financial Concepts has established the aforementioned fee schedule(s), we retain the discretion to negotiate alternative fees on a client-by-client basis. Client facts, circumstances, and needs are considered in determining the fee schedule. These include the complexity of the client, assets to be placed under management, anticipated future additional assets; related accounts; portfolio style, account composition, and reports, among other factors.

The specific annual fee schedule is identified in the contract between Financial Concepts and each client.

Discounts, not generally available to our advisory clients, may be offered to family members and friends of associated persons of our firm.

FINANCIAL PLANNING FEES

Financial Concepts' Financial Planning fee is determined based on the nature of the services being provided and the complexity of each client's circumstances. All fees are agreed upon prior to entering a contract with any client.

Our Financial Planning fees are calculated and charged on a fixed fee basis, typically ranging from \$1,000.00 to \$5,000.00, depending on the specific arrangement reached with the client.

We may request a retainer upon completion of our initial fact-finding session with the client; however, the advance payment will never exceed \$500 for work that will not be completed within six months. The balance is due upon completion of the plan.

The client is responsible for the payment of financial planning fees at the time of completion.

GENERAL INFORMATION

Termination of the Advisory Relationship:

A client agreement may be canceled at any time, by either party, for any reason upon receipt of 30 days written notice. Termination of this Agreement will not affect (a) the validity of any action previously taken by Financial Concepts under this Agreement; (b) liabilities or obligations of the parties from transactions initiated before termination of this Agreement. On the termination of this Agreement, Financial Concepts will have no obligation to recommend or take any action regarding the securities, cash, or other investments in the Account.

Mutual Fund Fees: All fees paid to Financial Concepts for investment advisory services are separate and distinct from the fees and expenses charged by mutual funds and/or ETFs to their shareholders. These fees and expenses are described in each fund's prospectus. These fees will generally include a management fee, other fund expenses, and a possible distribution fee. If the fund also imposes sales charges, a client may pay an initial or deferred sales charge. A client could invest in a mutual fund directly, without our services. In that case, the client would not receive the services provided by our firm which are designed, among other things, to assist the client in determining which mutual fund or funds are most appropriate to each client's financial condition and objectives. Accordingly, the client should review both the fees charged by the funds and our fees to fully understand the total amount of fees to be paid by the client and to thereby evaluate the advisory services being provided.

Additional Fees and Expenses: In addition to our advisory fees, clients are also responsible for the fees and expenses charged by transfer agents/custodians.

Grandfathering of Minimum Account Requirements: Pre-existing advisory clients are subject to Financial Concept's minimum account requirements and advisory fees in effect at the time the client enters the advisory relationship. Therefore, our firm's minimum account requirements will differ among clients.

Advisory Fees in General: Clients should note that similar advisory services may (or may not) be available from other registered (or unregistered) investment firms for similar or lower fees.

Limited Prepayment of Fees: Under no circumstances do we require or solicit payment of fees in excess of \$1200 more than six months in advance of services rendered.

ERISA Accounts: Financial Concepts is deemed to be a fiduciary to advisory clients that are employee benefit plans or individual retirement accounts (IRAs) pursuant to the Employee Retirement Income and Securities Act ("ERISA"), and regulations under the Internal Revenue Code of 1986 (the "Code"), respectively. As such, our firm is subject to specific duties

and obligations under ERISA and the Internal Revenue Code that include among other things, restrictions concerning certain forms of compensation. To avoid engaging in prohibited transactions, Financial Concepts may only charge fees for investment advice about products for which our firm and/or our related persons do not receive any commissions or 12b-1 fees.

Item 6 Performance-Based Fees and Side-By-Side Management

Financial Concepts does not charge performance-based fees.

Item 7 Types of Clients

Financial Concepts provides advisory services to the following types of clients:

- Individuals (other than high net-worth individuals)
- High Net Worth Individuals
- Charitable Organizations
- Small Businesses or Institutions

Item 8 Methods of Analysis, Investment Strategies, and Risk of Loss

METHODS OF ANALYSIS

We use the following methods of analysis in formulating our investment advice and/or managing client assets:

Fundamental Analysis: We attempt to measure the intrinsic value of a security by looking at economic and financial factors (including the overall economy, industry conditions, and the financial condition and management of the company itself to determine if the company is underpriced (indicating it may be a good time to buy) or overpriced (indicating it may be time to sell)).

Fundamental analysis does not attempt to anticipate market movements. This presents a potential risk, as the price of a security can move up or down along with the overall market regardless of the economic and financial factors considered in evaluating the stock.

Risks for all forms of analysis: Our securities analysis methods rely on the assumption that the companies whose securities we purchase and sell, the rating agencies that review these securities, and other publicly available sources of information about these securities, are providing accurate and unbiased data. While we are alert to indications that data may be incorrect, there is always a risk that our analysis may be compromised by inaccurate or misleading information.

INVESTMENT STRATEGIES

We use the following strategies in managing client accounts, provided that such strategies are appropriate to the needs of the client and consistent with the client's investment objectives, risk tolerance, and time horizons, among other considerations:

Long-term purchases: We purchase securities with the idea of holding them in the client's account for a year or longer. Typically, we employ this strategy when:

- We believe the securities to be currently undervalued, and/or
- We want exposure to a particular asset class over time, regardless of the current projection for this class.

A risk in a long-term purchase strategy is that by holding the security for this length of time, we may not take advantage of short-term gains that could be profitable to a client. Moreover, if our predictions are incorrect, security may decline sharply in value before we make the decision to sell.

Risk of Loss: Securities investments are not guaranteed, and you may lose money on your investments. We ask that you

work with us to help us understand your tolerance for risk.

Item 9 Disciplinary Information

We are required to disclose any legal or disciplinary events that are material to a client's or prospective client's evaluation of our advisory business or the integrity of our management. Our firm and our management personnel have no reportable disciplinary events to disclose.

Item 10 Other Financial Industry Activities and Affiliations

Management personnel and other related persons of our firm are licensed as insurance agents for one or more insurance companies. In their separate capacities, these individuals can purchase insurance and insurance-related recommendations for advisory clients for separate and typical compensation. This presents a conflict of interest to the extent that these individuals recommend that a client purchase an insurance product which results in a commission being paid to the individuals. Clients are not under any obligation to engage these individuals when considering the implementation of advisory recommendations. The implementation of any or all recommendations is solely at the discretion of the client.

While Financial Concepts and these individuals endeavor at all times to put the interest of the clients first as part of our fiduciary duty, clients should be aware that the receipt of additional compensation itself creates a conflict of interest and may affect the judgment of these individuals when making recommendations.

To mitigate these conflicts, we will always ensure that the client's interests and objectives are the motivating mechanism factor whenever a decision to invest through the broker-dealer or investment Financial Concepts is considered. As part of our supervision, Financial Concepts will implement transactional reviews to ensure all trades are suitable for the designated client.

Financial Concepts endeavors always to put the interest of its clients first as part of our fiduciary duty as a registered investment Financial Concepts; we take the following steps to address this conflict:

- We disclose to clients the existence of all material conflicts of interest, including the potential for our firm and our employees to earn compensation from advisory clients in addition to our firm's advisory fees.
- We disclose to clients that they are not obligated to purchase recommended investment products from our employees or affiliated companies.
- We collect, maintain, and document accurate, complete, and relevant client background information, including the client's financial goals, objectives, and risk tolerance.
- Our firm's management conducts regular reviews of each client account to verify that all recommendations made to a client are suitable to the client's needs and circumstances.
- We require that our employees seek prior approval of any outside employment activity so that we may ensure that any conflicts of interest in such activities are properly addressed.
- We periodically monitor these outside employment activities to verify that any conflicts of interest continue to be properly addressed by our firm; and,
- We educate our employees regarding the responsibilities of a fiduciary, including the need to have a reasonable and independent basis for the investment advice provided to clients.

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

Our firm has adopted a Code of Ethics which sets forth high ethical standards of business conduct that we require of our employees, including compliance with applicable federal securities laws.

Financial Concepts and our personnel have a duty of loyalty, fairness, and good faith toward our clients, and have an obligation

to adhere not only to the specific provisions of the Code of Ethics but to the general principles that guide the Code.

Our Code of Ethics includes policies and procedures for the review of quarterly securities transactions reports as well as initial and annual securities holdings reports that must be submitted by the firm's access persons. Among other things, our Code of Ethics also requires the prior approval of any acquisition of securities in a limited offering (e.g., private placement) or an initial public offering. Our code also provides for oversight, enforcement, and recordkeeping provisions.

The Financial Concepts' Code of Ethics further includes the firm's policy prohibiting the use of material non-public information. While we do not believe that we have any access to non-public information, all employees are reminded that such information may not be used in a personal or professional capacity.

A copy of our Code of Ethics is available to our advisory clients and prospective clients. You may request a copy by emailing info@fincon.net, or by calling us at 662-327-1480.

Financial Concepts and individuals associated with our firm are prohibited from engaging in principal transactions.

Financial Concepts and individuals associated with our firm are prohibited from engaging in agency cross transactions.

Our Code of Ethics is designed to assure that the personal securities transactions, activities, and interests of our employees will not interfere with (i) making decisions in the best interest of advisory clients and (ii) implementing such decisions while, at the same time, allowing employees to invest for their own accounts.

Our firm and/or individuals associated with our firm may buy or sell for their personal accounts securities identical to or different from those recommended to our clients. In addition, any related person(s) may have an interest or position in certain securities which may also be recommended to a client.

It is the expressed policy of our firm that no person employed by us may purchase or sell any security prior to a transaction(s) being implemented for an advisory account, thereby preventing such employee(s) from benefiting from transactions placed on behalf of advisory accounts.

As these situations represent actual or potential conflicts of interest to our clients, we have established the following policies and procedures for implementing our firm's Code of Ethics, to ensure our firm complies with its regulatory obligations and provides our clients and potential clients with full and fair disclosure of such conflicts of interest:

1. No principal or employee of our firm may put his or her own interest above the interest of an advisory client.
2. No principal or employee of our firm may buy or sell securities for their personal portfolio(s) where their decision is a result of information received because of his or her employment unless the information is also available to the investing public.
3. It is the expressed policy of our firm that no person employed by us may purchase or sell any security prior to a transaction(s) being implemented for an advisory account. This prevents such employees from benefiting from transactions placed on behalf of advisory accounts.
4. Our firm requires prior approval for any private placement investments by related persons of the firm.
5. Our firm prohibits the purchase of IPOs by related persons of the firm.
6. We maintain a list of all reportable securities holdings for our firm, and anyone associated with this advisory practice that has access to advisory recommendations ("access person"). These holdings are reviewed on a regular basis by our firm's Chief Compliance Officer or his/her designee.
7. We have established procedures for the maintenance of all required books and records.
8. All our principals and employees must act in accordance with all applicable Federal and State regulations governing registered investment advisory practices.

9. We require delivery and acknowledgment of the Code of Ethics by each supervised person of our firm.
10. We have established policies requiring the reporting of Code of Ethics violations to our senior management.
11. Any individual who violates any of the above restrictions may be subject to termination.

As disclosed in the preceding section of this Brochure (Item 10), related persons of our firm are separately registered as insurance agents/brokers of various insurance companies. Please refer to Item 10 for a detailed explanation of these relationships and important conflict-of-interest disclosures

Item 12 Brokerage Practices

Financial Concepts does not have any soft-dollar arrangements and does not receive any soft-dollar benefits.

As a matter of policy and practice, Financial Concepts does not generally block client trades and, therefore, we implement client transactions separately for each account. Consequently, certain client trades may be executed before others.

Financial Concepts may require that clients establish brokerage accounts with American Funds Service Company ("AFSC") and Capital Bank and Trust Company ("CB&T") as transfer agent, to maintain custody of client's assets and to effect trades for their accounts. Financial Concepts is independently owned and operated and not affiliated with AFSC or CB&T.

AFSC & CB&T provides Financial Concepts with access to its investment advisory trading and custody services, which are typically not available to AFSC & CB&T retail investors. These services are not contingent upon our firm committing to AFSC & CB&T any specific amount of business (assets in custody or trading commissions). AFSC & CB&T services include the execution of securities transactions, custody, research, and access to the American Funds Family. For our client accounts maintained in its custody, AFSC & CB&T does not charge separately for custody.

AFSC & CB&T's products and services that assist us in managing and administering our clients' accounts include software and other technology that:

- provide access to client account data (such as trade confirmations and account statements).
- facilitate trade execution and allocate aggregated trade orders for multiple client accounts.
- facilitate payment of our fees from clients' accounts; and
- assist with back-office functions, recordkeeping, and client reporting.

AFSC & CB&T also offers other services intended to help us manage and further develop our business enterprise. These services may include compliance, legal and business consulting.

AFSC & CB&T may also provide other benefits such as educational events or occasional business entertainment of our personnel. In evaluating whether to recommend or require that clients custody their assets at AFSC & CB&T, we may take into account the availability of some of the foregoing products and services and other arrangements as part of the total mix of factors we consider and not solely on the nature, cost or quality of custody and brokerage services provided by AFSC & CB&T, which may create a potential conflict of interest.

Financial Concepts does not maintain custody of your assets which we advise although we may be deemed to have custody of your assets if you give us authority to withdraw assets from your account (see Item 15 - Custody, below).

Your assets must be maintained in an account at a "qualified custodian," or Transfer Agent, generally a broker-dealer or bank. We seek to select a Transfer Agent who will hold your assets and execute transactions on terms that are overall most advantageous when compared with other available providers and their services. Clients must include any limitations on this discretionary authority in this written authority statement. Clients may change/amend these limitations as required. Such amendments must be provided to us in writing.

Item 13 Review of Accounts

INVESTMENT SUPERVISORY SERVICES ("ISS") INDIVIDUAL PORTFOLIO MANAGEMENT

REVIEWS: While the underlying securities within Individual Portfolio Management Services accounts are continually monitored, these accounts are reviewed at least quarterly. Accounts are reviewed in the context of each client's stated investment objectives and guidelines. More frequent reviews may be triggered by material changes in variables such as the client's individual circumstances, or the market, political or economic environment.

These accounts are reviewed by: **Scott Ferguson**

REPORTS: In addition to the quarterly statements and confirmations of transactions that clients receive from the Transfer Agent, annually we provide reports summarizing account performance, balances, and holdings.

FINANCIAL PLANNING SERVICES

REVIEWS: While reviews may occur at different stages depending on the nature and terms of the specific engagement, typically no formal reviews will be conducted for Financial Planning clients unless otherwise contracted for.

These accounts are reviewed by: **Scott Ferguson**

REPORTS: Financial Planning clients will receive a completed financial plan. Additional reports will not typically be provided unless otherwise contracted for.

PENSION CONSULTING SERVICES

REVIEWS: Financial Concepts will review the client's Investment Policy Statement (IPS) whenever the client advises us of a change in circumstances regarding the needs of the plan. Financial Concepts will also review the investment options of the plan according to the agreed upon time intervals established in the IPS. Such reviews will generally occur quarterly.

These accounts are reviewed by: **Scott Ferguson**

Item 14 Client Referrals and Other Compensation

It is Financial Concepts' policy not to engage solicitors or to pay related or non-related persons for referring potential clients to our firm.

It is Financial Concepts' policy not to accept or allow our related persons to accept any form of compensation, including cash, sales awards or other prizes, from a non-client in conjunction with the advisory services we provide to our clients.

Item 15 Custody

We previously disclosed in the "Fees and Compensation" section (Item 5) of this Brochure that fees are directly debited from client accounts.

Because the Transfer Agent calculates the amount of the fee to be deducted, it is important for clients to carefully review their custodial statements to verify the accuracy of the calculation, among other things. Clients should contact Financial Concepts directly if they believe that there may be an error in their statement. On at least a quarterly basis, the Transfer Agent is required to send to the client a statement showing all transactions within the account during the reporting period.

Our firm does not have actual or constructive custody of client accounts.

Item 16 Investment Discretion

Clients may hire us to provide discretionary asset management services, in which case we place trades in a client's account without contacting the client prior to each trade to obtain the client's permission.

Our discretionary authority includes the ability to do the following without contacting the client:

- Determine the security to buy or sell; and/or
- Determine the amount of the security to buy or sell

Clients give us discretionary authority when they sign a discretionary agreement with our firm, and may limit this authority by giving us written instructions. Clients may also change/amend such limitations by once again providing us with written instructions.

Item 17 Voting Client Securities

As a matter of firm policy, we do not vote proxies on behalf of clients. Therefore, although our firm may provide investment advisory services relative to client investment assets, clients maintain exclusive responsibility for: (1) directing the manner in which proxies solicited by issuers of securities beneficially owned by the client shall be voted, and (2) making all elections relative to any mergers, acquisitions, tender offers, bankruptcy proceedings or other type events pertaining to the client's investment assets.

We do not offer any consulting assistance regarding proxy issues to clients.

Item 18 Financial Information

We are also required to disclose any financial condition that is reasonably likely to impair our ability to meet our contractual obligations. Financial Concept received a Paycheck Protection Program ("PPP") loan through the U.S. Small Business Administration, which was part of the economic relief provided under the Coronavirus Aid, Relief, and Economic Security (CARES) Act. Due to the economic uncertainties surrounding the current COVID-19 pandemic, we believed it was prudent for us to apply for, and accept, the Payroll Protection Program loan offered by the Small Business Administration in order to support our ongoing operations. The firm used the PPP funds to continue payroll for the firm's staff and make other permissible payments. Financial Concepts has no additional financial circumstances to report.

Under no circumstances do we require or solicit payment of fees in excess of \$1200 per client more than six months in advance of services rendered. Therefore, we are not required to include a financial statement.

Financial Concept has not been the subject of a bankruptcy petition at any time during the past ten years.

Financial Concept received a Paycheck Protection Program ("PPP") loan through the U.S. Small Business Administration, which was part of the economic relief provided under the Coronavirus Aid, Relief, and Economic Security (CARES) Act. Due to the economic uncertainties surrounding the current COVID-19 pandemic, we believed it was prudent for us to apply for, and accept, the Payroll Protection Program loan offered by the Small Business Administration in order to support our ongoing operations. The firm used the PPP funds to continue payroll for the firm's staff and make other permissible payments

Part 2B of Form ADV: *Brochure Supplement*

Scott T. Ferguson

Financial Concepts
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Email: stf@fincon.net
Web Address: www.fincon.net

March 5, 2024

This brochure supplement provides information about Scott T. Ferguson that supplements the Financial Concepts brochure. You should have received a copy of that brochure. Please contact Rhonda S. Ferguson if you did not receive Financial Concepts' brochure or if you have any questions about the contents of this supplement.

Additional information about Scott T. Ferguson is available on the SEC's website at <https://adviserinfo.sec.gov>.

Item 2 Educational, Background and Business Experience

Full Legal Name: Scott T. Ferguson

Born: 1986

Education:

University of Alabama; Tuscaloosa, AL; General Studies, No Degree; 2004-2005

Heritage Academy; Columbus, MS; Diploma; 2004

Business Experience:

Financial Concepts; Columbus, MS; President/CEO; from September 2020 to present

Financial Concepts; Columbus, MS; Vice President; from March 2007 to September 2020

Financial Concepts; Columbus, MS; Chief Compliance Officer; October 2015 to present

Financial Concepts; Columbus, MS; Database Operations; from January 2006 to March 2007

National Planning Corporation; Registered Representative; April 2015 -November 2017

Girard Securities, Inc.; Registered Representative; from March 2007 to April 2015

Previous Securities Examinations:

FINRA Series 6, Investment Company and Variable Contracts Products Representative Examination (2007)

NASM Series 63 Uniform Securities Agent State Law Examination (2008)

SIE – Securities Industry Essentials Examination (2017)

FINRA Series 65 Uniform Investment Adviser Law Examination (2014)

Item 3 Disciplinary Information

Scott T. Ferguson does not have any history of disciplinary events.

A. Item 4 Other Business Activities Investment-Related Activities

1. Scott T. Ferguson is not actively engaged in any investment-related business or occupation.
2. Scott T. Ferguson does not receive any other commissions, bonuses or other compensation on the sale of securities or other investment products.

B. Non-Investment-Related Activities

1. Scott T. Ferguson is not engaged in an occupation that provides substantial compensation or involves a substantial amount of his time.

Item 5 Additional Compensation

Scott T. Ferguson does not receive additional compensation from third parties for providing investment advice to its clients and does not compensate anyone directly for client referrals.

Item 6 Supervision

Rhonda S. Ferguson is responsible for all supervision of Mr. Ferguson and formulation and monitoring of investment advice offered to Mr. Ferguson's clients. She can be reached at 662-327-1480.

Part 2B of Form ADV: *Brochure Supplement*

Rhonda S. Ferguson

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Item 2 Educational, Background and Business Experience

Full Legal Name: Rhonda S. Ferguson

Born: 1961

Education:

- University of Mississippi; BBA, Business Administration; 1983

Business Experience:

- Financial Concepts; Senior Leadership Partner; from September 2020 to present
- Financial Concepts; President; from August 1988 to January 2022
- National Planning Corporation; Registered Representative; April 2015 to November 2017
- Girard Securities, Inc.; Registered Representative; from April 2004 to April 2015

Designations:

Rhonda S. Ferguson has earned the following designation(s) and is in good standing with the granting authority:

- Certified Fund Specialist; CFS; 1992
- Certified Financial Planner; CFP; 1994

Certified Fund Specialist® (CFS®)

The CFS® is the oldest designation in the mutual fund industry. The programs benefit individuals in related job functions such as operations, marketing, sales support, distribution, customer service and back office support. A Certified Fund Specialist® is able to evaluate and compare financial measurements and benchmarks when constructing a portfolio. Modern portfolio theory (MPT) is a key part of the program; its components are broken down and detailed in terms the advisor can easily understand and convey to a client. Armed with MPT and other selection criteria learned as part of the mutual fund education, a suitable and efficient portfolio using closed-end, exchange- traded, and open-end funds can be derived.

Practitioners and academics continually update the CFS® materials. Students obtain the best of both worlds-the practical as well as the theoretical. Closed-end funds, ETFs, REITs and UITs are also covered, thereby providing the student with a more rounded education.

Certified Financial Planner® (CFP®)

The program is administered by the Certified Financial Planner Board of Standards Inc. Those with the CFP® designation have demonstrated competency in all areas of finance related to financial planning. Candidates complete studies on over 100 topics, including stocks, bonds, taxes, insurance, retirement planning and estate planning. In addition to

passing the CFP certification exam, candidates must also complete qualifying work experience and agree to adhere to the CFP Board's code of ethics and professional responsibility and financial planning standards.

Item 3 Disciplinary Information

Rhonda S. Ferguson has no reportable disciplinary history.

Item 4 Other Business Activities

A. Investment-Related Activities

1. Rhonda S. Ferguson is not actively engaged in any investment-related business or occupation.
2. Rhonda S. Ferguson does not receive any other commissions, bonuses or other compensation on the sale of securities or other investment products.

B. Non-Investment-Related Activities

Rhonda S. Ferguson is not engaged in an occupation that provides substantial compensation or involves a substantial amount of her time.

Item 5 Additional Compensation

Rhonda S. Ferguson does not receive additional compensation from third parties for providing investment advice to its clients and does not compensate anyone directly for client referrals.

Item 6 Supervision

Scott Ferguson, Chief Compliance Officer is responsible for all supervision and formulation and monitoring of investment advice offered to clients. He can be reached at 662-327-1480. Mr. Ferguson reviews all employee personal securities transactions on a quarterly basis, leads investment committee meetings, oversees all material investment policy changes, and conducts periodic testing to ensure that client objectives and mandates are being met.

Part 2B of Form ADV: *Brochure Supplement*

Sawyer R. Brown

Financial Concepts
1121 Second Ave. N. Columbus, MS 39701
Telephone: 662-327-1480
Email: sbrown@fincon.net Web
Address: www.fincon.net

March 5, 2024

This brochure supplement provides information about Sawyer R. Brown that supplements the Financial Concepts brochure. You should have received a copy of that brochure. Please contact Scott T. Ferguson if you did not receive Financial Concepts' brochure or if you have any questions about the contents of this supplement.

Additional information about Sawyer R. Brown is available on the SEC's website at <https://adviserinfo.sec.gov>.

Item 2 Educational, Background and Business

Experience Full Legal Name: Sawyer R. Brown **Born:** 1999

Education:

Mississippi State University; Starkville, MS; General Finance, 2022

East Mississippi Community College; Starkville, MS; General Studies, 2021

Caledonia High School; Caledonia, MS; Diploma; 2018

Business Experience:

Financial Concepts; Columbus, MS; Client Care Specialist; from December 2022 to present

Caring Transitions of GTR; Staff Member; May 2021 -October 2021

Sleepmade, Inc.; Staff Member; from January 2018 to July 2020

Previous Securities Examinations:

FINRA Series 65 Uniform Investment Adviser Law Examination (2023)

Item 3 Disciplinary Information

Sawyer R. Brown does not have any history of disciplinary events.

A. Item 4 Other Business Activities Investment-Related Activities

1. Sawyer R. Brown is not actively engaged in any investment-related business or occupation.
2. Sawyer R. Brown does not receive any other commissions, bonuses or other compensation on the sale of securities or other investment products.

B. Non-Investment-Related Activities

1. Sawyer R. Brown is not engaged in an occupation that provides substantial compensation or involves a substantial amount of his time.

Item 5 Additional Compensation

Sawyer R. Brown does not receive additional compensation from third parties for providing investment advice to its clients and does not compensate anyone directly for client referrals.

Item 6 Supervision

Scott T. Ferguson is responsible for all supervision of Mr. Brown and formulation and monitoring of investment advice offered to Mr. Brown's clients. He can be reached at 662-327-1480.

Part 2B of Form ADV: *Brochure Supplement*

Felice R. Olmos

Financial Concepts 1121 Second Ave. N. Columbus,
MS 39701
Telephone: 662-327-1480
Email: folmos@fincon.net
Web Address: www.fincon.net

March 5, 2024

This brochure supplement provides information about Felice Olmos that supplements the Financial Concepts brochure. You should have received a copy of that brochure. Please contact Scott T. Ferguson if you did not receive Financial Concepts' brochure or if you have any questions about the contents of this supplement.

Additional information about Felice R Olmos is available on the SEC's website at <https://adviserinfo.sec.gov>.

Item 2 Educational, Background and Business

Experience Full Legal Name: Felice R Olmos **Born:** 1983

Education:

College For Financial Planning; Online; Financial Paraplanner Qualified Professional; Designation 2021

Santa Barbara College; Santa Barbara, CA; General Studies, No Degree; 2003-2004

Mira Costa High School; Manhattan Beach, CA; Diploma; 2002

Business Experience:

Financial Concepts; Columbus, MS; Compliance Manager ; from December 2020 to present

Nicholas Air; Accounting Assistant; July 2018 - May 2019

United Exchange Corp; Accounts Payable Specialist; from May 2017- October 2017

Monster Energy Corp; Accounts Payable International Supervisor; from November 2006 – August 2014

Previous Securities Examinations:

FINRA Series 65 Uniform Investment Adviser Law Examination (2023)

Item 3 Disciplinary Information

Felice Olmos does not have any history of disciplinary events.

C. Item 4 Other Business Activities Investment-Related Activities

1. Felice Olmos is not actively engaged in any investment-related business or occupation.
2. Felice Olmos does not receive any other commissions, bonuses or other compensation on the sale of securities or other investment products.

D. Non-Investment-Related Activities

1. Felice Olmos is not engaged in an occupation that provides substantial compensation or involves a substantial amount of his time.

Item 5 Additional Compensation

Felice Olmos does not receive additional compensation from third parties for providing investment advice to its clients and does not compensate anyone directly for client referrals.

Item 6 Supervision

Scott T. Ferguson is responsible for all supervision of Mrs. Olmos and formulation and monitoring of investment advice offered to Mrs Olmos' clients. He can be reached at 662-327-1480.

PRIVACY POLICY - 2024

Our Privacy Commitment to You.

Financial Concepts is committed to maintaining the confidentiality, integrity, and security of personal information entrusted to us by our clients.

The information we collect is critical to providing exceptional service. We recognize that protecting the privacy and security of this information is an important responsibility.

The following information will help you understand our privacy policy and how we will handle and maintain all confidential client information to fulfill our obligation to protect your privacy. You are receiving this notice because you are a Financial Concepts client or are considering becoming our client. This Privacy Policy outlines how we collect, use, disclose, and protect your information.

What Information Do We Collect?

We collect personal identifiable information to help us serve your financial needs, offer new products and services, provide customer service, and fulfill legal and regulatory requirements. "Personal Identifiable Information" refers to nonpublic personal financial information we obtain from you in connection with providing you with a financial product or service. We may obtain this information directly from you or from other sources.

The type of information we collect varies, based on the products or services involved. It may include:

- Information we receive from you on applications and related forms, such as name, address, social security number, assets and income;
- Information about your transactions and relationships with us and our affiliates, such as products or services purchased, account balances and payment history;
- Information we receive from consumer reporting agencies, such as credit relationships and history

How We Use Your Information?

We use your information to provide investment advice and services tailored to your needs and comply with legal and regulatory requirements.

What Information Do We Disclose?

We do not disclose your personal information to third parties, except as required by law or with your consent. We may share information with service providers who assist us in managing your accounts. We do not sell any personal identifiable information about you to any third party.

How Do We Protect the Confidentiality of Your Information?

We maintain procedural safeguards to protect your information. Access to personal information is restricted to employees and service providers who need to know the information to perform business services or market products on our behalf. We also educate our employees about the importance of protecting the privacy and security of confidential personal identifiable information regularly.

Please Contact Us with Any Questions

Confidentiality is an established hallmark of Financial Concepts' business. We have an established tradition of discretion and respect for our clients' privacy. We reinforce this daily in the way we routinely handle sensitive client information as part of our normal business operations. We will update our policies and procedures when necessary to ensure your privacy is maintained and that we conduct our business in a way that fulfills our commitment to you. If we make any material changes in our privacy policy, we will provide our clients with an updated notice.

If you have any questions about Financial Concepts' privacy policy, please contact us at **(662) 327-1480** or email **info@fincon.net**



FINANCIAL
CONCEPTS
A Planning Firm

Financial Concepts

Form CRS – Customer Relationship Summary – March 2024

Introduction

Financial Concepts is registered with the Securities and Exchange Commission (SEC) as an investment adviser.

Brokerage and investment advisory services and fees differ, and it is important for you to understand these differences. Free and simple tools are available to research firms and financial professionals at www.investor.gov/CRS, which also provides educational materials about broker-dealers, investment advisers, and investing.

What investment services and advice can you provide me?

Our firm offers the following investment advisory services to retail investors including buying and selling securities:

Portfolio Management Services include the provision of continuous advice on a discretionary basis to a client or investing the client's account based on his/her unique circumstances. As part of our standard service, we monitor portfolio management services client accounts at least quarterly. These accounts are managed on a discretionary and a non-discretionary basis. When engaged on a discretionary basis, we will buy and sell investments in your account as appropriate without requiring your pre-approval on an ongoing basis until you notify us in writing to switch. You may impose reasonable restrictions. When engaged on a non-discretionary basis, you make the ultimate decision regarding the purchase or sale of investments. **Financial Planning Services** include a comprehensive evaluation of a client's current and future financial state by using currently known variables to predict future cash flows, asset values and withdrawal plans. Aside from the initial development of the financial plan, there are no formal reviews for these accounts unless otherwise contracted for by the client. This service is provided on a non-discretionary basis and does not include account monitoring. **Pension Consulting** includes several pension advisory services separately or in combination. While the primary clients for these services will be pension, profit sharing and 401(k) plans, we offer these services, where appropriate, to individuals and trusts, estates, and charitable organizations.

For additional information please see our Form ADV, 2A brochure

Conversation Starters. We encourage you to ask your financial professional:

- Given my financial situation, should I choose an investment advisory service? Why or why not?
- How will you choose investments to recommend to me?
- What is your relevant experience, including your licenses, education and other qualifications? What do these qualifications mean?

What fees will I pay?

Our annual fees for Investment Supervisory Services are assessed at ranged rate of 0.5% - 1% of assets under management on an annualized basis. A minimum of \$25,000 of assets under management is required for this service. This minimum is negotiable under certain circumstances. Although Financial Concepts has established the aforementioned fee schedule(s), we retain the discretion to negotiate alternative fees on a client-by-client basis. Some fee arrangements create conflicts of interest described in more detail in our Form ADV, Part 2A. Our Financial Planning fees are calculated and charged on a fixed fee basis, typically ranging from \$1,000.00 to \$5,000.00 based on the nature and complexity of the client's circumstances.

Some fee arrangements create conflicts of interest described in more detail in our Form ADV, Part 2A. It is important to understand that the more assets held in a retail client's account, the more the client will pay in fees. We therefore have an incentive to encourage a client to increase the assets in his/her account. There are other fees and costs related to our investment advisory services and investments in addition to the principal fees and costs listed above that you will pay directly or indirectly. You should understand that the fees discussed above are specific to what we charge and do not include certain charges imposed by third parties, such as custodial/transfer agent fees, exchange traded or mutual fund fees and expenses, brokerage fees and commissions.

You will pay fees and costs whether you make or lose money on your investments. Fees and costs will reduce any amount of money you make on your investments over time. Please make sure you understand what fees and costs you are paying.

For additional information including minimum investment amounts, please see our Form ADV, 2A brochure

Conversation Starters. We encourage you to ask your financial professional:

- Help me understand how these fees and costs might affect my investments. If I give you \$10,000 to invest, how much will go to fees and costs, and how much will be invested for me?

What are your legal obligations to me when providing recommendations, as my investment adviser? How else does your firm make money and what conflicts of interest do you have?

As your investment adviser, we must act in your best interest and not put our interest ahead of yours. At the same time, the way we earn our fees creates some conflicts with your interests. You should understand and ask us about these conflicts because they can affect the recommendations and investment advice we provide you. Here is an example to help you understand what this means. As mentioned above, the more assets the client has in his/her account, the more we receive in fees. We therefore have an incentive to encourage a client to increase the assets in his/her account.

Conversation Starters. Ask your financial professional...

- How might your conflicts of interest affect me, and how will you address them?

For additional information, please see our Form ADV, 2B Supplement

How do your financial professionals make money?

The principals of the firm are compensated through salary through the business. A discretionary bonus is determined by the principals and may be based on revenue. In theory, a discretionary bonus can create conflicts as the financial professional may be incentivized to seek new clients and increase managed assets.

Do your financial professionals have legal or disciplinary history?

Neither our firm nor our financial professionals have any legal or disciplinary history.
Visit www.investor.gov/CRS for a free and simple search tool to research us and our financial professionals.

Conversation Starters. Ask your financial professional...

- As a financial professional, do you have any disciplinary history? For what type of conduct?

Additional Information

**If you would like additional, up-to-date information or a copy of this disclosure, or our Form ADV, Part 2A Brochure, please call:
(662) 327-1480.**

Conversation Starters. Ask your financial professional...

- Who is my primary contact person?
- Is he or she a representative of an investment adviser or a broker-dealer?
- Who can I talk to if I have concerns about how this person is treating me?