

# **Douglas W. Jones Associates Financial & Insurance Services, Inc.**

*doing business as*

## **Jones Associates Financial & Insurance Services**

26477 Rancho Parkway South  
Lake Forest, California 92630

Phone: 949-699-1660  
Fax: 949-699-1069

Web Site: [www.jonesfinancial.com](http://www.jonesfinancial.com)

**August 16, 2019**

### **FORM ADV PART 2A BROCHURE**

This brochure provides information about the qualifications and business practices of Jones Associates Financial & Insurance Services. If you have any questions about the contents of this brochure, please contact us at 800-729-6344. 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 Jones Associates Financial & Insurance Services is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

Jones Associates Financial & Insurance Services is a registered investment adviser. Registration with the United States Securities and Exchange Commission or any state securities authority does not imply a certain level of skill or training.

## Item 2 Summary of Material Changes

Form ADV Part 2 requires registered investment advisers to amend their brochure when information becomes materially inaccurate. If there are any material changes to an adviser's disclosure brochure, the adviser is required to notify you and provide you with a description of the material changes.

Since the filing of our last annual updating amendment, dated February 9, 2018, we have the following material changes to report:

- Douglas W. Jones Associates Financial & Insurance Services, Inc. also conducts business as Jones Associates Financial & Insurance Services.

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## Item 4 Advisory Business

### Description of Services

Douglas W. Jones Associates Financial & Insurance Services, Inc. d/b/a Jones Associates Financial & Insurance Services is a registered investment adviser primarily based in Lake Forest, California. We are organized as a corporation under the laws of the State of California. We have been providing investment advisory services since 1992. The majority of the equity in the firm is owned by the Jones Family Trust, dated March 21, 1997.

We provide comprehensive financial planning, supplying analysis and recommendations in the areas of business planning, children's education, retirement planning, life and health insurance, estate planning, tax planning, as well as investments. Our professional staff carefully reviews the questionnaire and related documents you submit at the onset of the relationship, and prepares a written report. Implementation of our recommendations requires you to work closely with your attorney, accountant, insurance agent and stock-broker. However, implementation is entirely at your discretion.

A complete financial plan includes all of the following components, although you may choose to exclude one or more of these components at your discretion.

- Income Tax and Cash Flow Planning - This report includes a current income tax estimate, current cash flow estimate, and ideas for decreasing your income taxes and increasing your cash flow.
- Portfolio and Debt Management - This report includes a current balance sheet, a discussion of portfolio liquidity in light of your current commitment to liquid assets, tax oriented investments, and hard assets. You are presented with a written discussion of a portfolio mix (using generic categories) that would be in synchronization with your age, tax position, portfolio size, and attitude towards investments. Plus, an analysis on each item of income real estate is also included. This report includes before and after-tax cash flow, cash-on-cash return, after-tax return from appreciation, and total return on the investment. Finally, an analysis of your debt position includes several important debt ratios and a written discussion of your cash flow and liquidity level as it pertains to debt coverage.
- Retirement Planning - This report includes an evaluation of your retirement needs and an estimate of purchasing power at retirement at various inflation rates. A written discussion of management of wealth growth and ideas for improving wealth growth is also included. If you are a stockholder of a closely held corporation, you may request a review of your company's qualified plan in light of your retirement objectives.
- Estate Planning - This report includes a review and analysis of your objectives for conservation and distribution of your estate. The written discussion is supplemented with estate tax estimates and tax reduction alternatives.
- Personal Risk Management - This report analyzes your utilization of insurance to cover various risks. The review includes a review of life insurance needs based upon the survivor's capital needs, financial objectives of dependent education, and estate liquidity needs. Income needs in the event of disability are also analyzed, as are coverages for major medical, long term care, and property and casualty insurance.

If you wish to have only one area of your financial objectives addressed, specialized reports can be prepared at your request.

### **Wrap Fee Program(s)**

We do not sponsor nor utilize wrap fee programs.

### **Types of Investments**

We primarily offer advice on equity securities, corporate debt securities, certificates of deposit, municipal securities, mutual funds, variable annuities, variable life insurance, US Government securities, and interest in partnerships investing in real estate, oil and gas interests.

Additionally, we may advise you on any type of investment that we deem appropriate based on your stated goals and objectives. We may also provide advice on any type of investment held in your portfolio at the inception of our advisory relationship.

You may request that we refrain from investing in particular securities or certain types of securities. You must provide these restrictions to our firm in writing.

### **Assets Under Management**

The firm is not a money manager and does not engage in direct asset management; therefore, we have no assets under management to report.

## **Item 5 Fees and Compensation**

### **Financial Planning Fees**

- Financial Counselor Notebook - A \$250 to \$500 fee is charged for the notebook and the development of a balance sheet and cash flow statement, as part of a financial counseling session.
  - Comprehensive Financial Planning - The fee for a complete financial plan ranges from \$950 to \$5,000, depending upon the complexity and scope of the plan, your financial situation, and your objectives, which is paid at the time the financial planning contract agreement is signed. Follow-up reports or time spent working with your other advisers in the implementation of the plan is billed at \$125 per hour. Full annual reviews range from \$250 to \$3,000.
- Specialized Reports - If you wish to have only one area of your financial objectives addressed, specialized reports can be prepared at your request. The fees for specialized reports will be billed at the hourly rate of \$125 per hour. A minimum deposit of \$250 is required at the time the financial planning contract agreement is signed, with the difference collected or refunded when we deliver the report to you.

### **Termination**

You may terminate the financial planning contract agreement without penalty at any time within 5 business days of entering into the agreement, upon giving the firm written notice. After 5 business days, any work already completed will be billed at the rate of \$125 per hour with any balance refunded to you in the event of prepayment. In this case, copies of your working papers, if any, will be made available upon your request.

Our firm may terminate the financial planning contract agreement at our sole discretion by providing you written notice. Any fees paid by you in such situations will be returned in full. The financial planning contract agreement automatically terminates upon presentation of the report to you.

## **Compensation for the Sale of Securities or Other Investment Products**

- **Securities:** Persons providing investment advice on behalf of our firm are registered representatives with J.W. Cole Financial, Inc. ("JWC"), a securities broker-dealer, and a member of the Financial Industry Regulatory Authority and the Securities Investor Protection Corporation. In their capacity as registered representatives, these persons will receive commission-based compensation in connection with the purchase and sale of securities, including 12b-1 fees for the sale of investment company products. Compensation earned by these persons in their capacities as registered representatives is separate and in addition to our advisory fees.
- **Advisory Services:** Persons providing investment advice on behalf of our firm are investment adviser representatives with J.W. Cole Advisors, Inc., a registered investment adviser. In their capacity as investment adviser representatives, these persons will receive fee-based compensation in connection with the provision of advisory services. Compensation earned by these persons in their capacities as investment adviser representatives of J.W. Cole Advisors, Inc. is separate and in addition to our firm's advisory fees. Due to this arrangement, our firm often receives referral fees when our clients are referred to third-party money managers for investment implementation. This referral fee arrangement does not cost our clients additional fees for their investment management services over what they would normally pay to the third-party money managers.
- **Insurance:** Persons providing investment advice on behalf of our firm are licensed as insurance agents. These persons will earn commission-based compensation for selling insurance products, including insurance products they sell to you. Insurance commissions earned by these persons are separate and in addition to our advisory fees.

The above practices presents a conflict of interest because persons providing investment advice on behalf of our firm who are registered representatives, investment adviser representatives, and insurance agents, have an incentive to recommend money managers and sell investment or insurance products to you for the purpose of generating commissions rather than solely based on your needs. You are under no obligation, contractually or otherwise, to utilize recommended third-party money manager by, or purchase securities and insurance products through, any person affiliated with our firm.

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

Our firm does not provide asset management services and does not accept performance-based fees or participate in side-by-side management.

## **Item 7 Types of Clients**

We offer our services to individuals, pension and profit sharing plans, trusts, estates, and charitable organizations.

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

Our firm evaluates your current investments to determine whether fundamental features synchronize with your financial objectives. By nature, financial planning is long-term oriented. After making sure your short-term cash needs are satisfied, investment strategies are designed to help you achieve your goals for future financial security.

### **Risk of Loss**

Investing in securities involves risk of loss that you should be prepared to bear. We do not represent or guarantee that our services or methods of analysis can or will predict future results or insulate you from losses due to market corrections or declines. We cannot offer any guarantees or promises that your financial goals and objectives will be met. Past performance is in no way an indication of future performance.

### **Recommendation of Particular Types of Securities**

A proposed portfolio is designed to help you attain future financial security and the investments are stated in generic terms, i.e. "growth stocks", "municipal bonds", "corporate bonds", etc. We do not analyze individual securities.

## **Item 9 Disciplinary Information**

Neither our firm nor any of our management persons has any reportable disciplinary information.

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

### **Licensed Insurance Agency**

Our firm is also a licensed insurance agency; therefore, persons providing investment advice on behalf of our firm are licensed as insurance agents. These persons will earn commission-based compensation for selling insurance products, including insurance products they sell to you. Additionally, Melissa Shaw Jones is the owner of Accent Insurance Brokerage, a separate, but affiliated entity through which she conducts insurance business. Insurance commissions earned by these persons are separate from our firm's advisory fees.

### **Registrations with Broker-Dealer**

Persons providing investment advice on behalf of our firm are registered representatives with J.W. Cole Financial, Inc., a securities broker-dealer, and a member of the Financial Industry Regulatory Authority and the Securities Investor Protection Corporation.

### **Registration with Other Investment Adviser**

Persons providing investment advice on behalf of our firm are also investment adviser representatives with J.W. Cole Advisors, Inc., an unaffiliated registered investment adviser. In their capacity as investment adviser representatives, these persons will receive fee-based compensation in connection with the provision of advisory services. Compensation earned by these persons in their capacities as investment adviser representatives of J.W. Cole Advisors, Inc. is separate and in addition to our firm's advisory fees. Due to this arrangement, our firm often receives referral fees when our clients are referred to third-party money managers for investment implementation. This referral fee arrangement does not cost our clients additional fees for their investment management services over what they would normally pay to the third-party money managers.

For more information regarding these topics, including the compensation received and the potential conflicts of interests, refer to the *Fees and Compensation* section in this brochure.

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

### **Description of Our Code of Ethics**

We strive to comply with applicable laws and regulations governing our practices. Therefore, our Code of Ethics includes guidelines for professional standards of conduct for persons associated with our firm. Our goal is to protect your interests at all times and to demonstrate our commitment to our fiduciary duties of honesty, good faith, and fair dealing with you. All persons associated with our firm are expected to adhere strictly to these guidelines. Persons associated with our firm are also required to report any violations of our Code of Ethics. Additionally, we maintain and enforce written policies reasonably designed to prevent the misuse or dissemination of material, non-public information about you or your account holdings by persons associated with our firm.

Clients or prospective clients may obtain a copy of our Code of Ethics by contacting us at the telephone number on the cover page of this brochure.

### **Participation or Interest in Client Transactions**

Neither our firm nor any persons associated with our firm has any material financial interest in client transactions beyond the provision of services as disclosed in this brochure.

### **Personal Trading Practices**

Our firm or persons associated with our firm may buy or sell the same securities that we recommend to you or securities in which you are already invested. A conflict of interest exists in such cases because we have the ability to trade ahead of you and potentially receive more favorable prices than you will receive. To eliminate this conflict of interest, it is our policy that neither our firm nor persons associated with our firm shall have priority over your account in the purchase or sale of securities.

Our firm does not execute transactions for client investment accounts. Personal trading practices of the registered representatives of J.W. Cole Financial, Inc. and investment adviser representatives of J.W. Cole Advisors, Inc. ("JWC"), are further governed by JWC's policies and procedures.

## **Item 12 Brokerage Practices**

In the event you request assistance in the implementation of our financial planning recommendations, we will do so in whole or in part through J.W. Cole Financial, Inc. ("JWC") for brokerage recommendations or through J.W. Cole Advisors, Inc. for third-party money manager recommendations.

Persons providing investment advice on behalf of our firm who are registered representatives of JWC are subject to applicable rules that restrict them from conducting securities transactions away from JWC unless JWC provides the representative with written authorization to do so. Therefore, these individuals are generally limited to conducting securities transactions through JWC.

It may be the case that JWC charges higher transactions costs and/or custodial fees than another broker charges for the same types of services. If transactions are executed through JWC, these individuals (in their separate capacities as registered representatives of JWC) may earn commission-based compensation as result of placing the recommended securities transactions through JWC. This practice presents a conflict of interest because these registered representatives have an incentive to effect securities transactions for the purpose of generating commissions rather than solely based on your needs. You may utilize the broker-dealer of your choice and have no obligation to purchase or sell securities through such broker as, we recommend. However, if you do not use JWC, we may not be

able to accept your account. Please see the *Fees and Compensation* section in this brochure for more information on the compensation received by registered representatives who are affiliated with our firm.

### **Item 13 Review of Accounts**

We will review your investment account(s) or your financial plan only at your request. Otherwise, we do not review or monitor your investment account(s), review your financial plan, or review statements you receive from your third-party money manager or account custodian. At your request, we may meet with you and/or your third-party money manager(s) to discuss asset allocation, but we will not make recommendations regarding specific investments or provide any regular written reports to you unless otherwise engaged to do so.

We encourage reviews on an annual or bi-annual basis. All reviews shall be handled by Douglas Jones and/or Melissa Shaw Jones.

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

We do not receive any compensation from any third party in connection with providing investment advice to you nor do we compensate any individual or firm for client referrals.

As disclosed under the *Fees and Compensation* section in this brochure, persons providing investment advice on behalf of our firm are licensed insurance agents, and are both investment adviser representatives of J.W. Cole Advisors, Inc., and registered representatives with J.W. Cole Financial, Inc. ("JWC"), a securities broker-dealer, and member FINRA/SIPC. For information on the conflicts of interest this presents, and how we address these conflicts, please refer to the *Fees and Compensation* section.

### **Item 15 Custody**

Our firm does not hold custody of any of your funds and/or securities. Your funds and securities will be held by the bank, broker-dealer, or other independent, qualified custodian selected by you for implementation of your financial planning objectives. If you have a question regarding your account statement or if you did not receive a statement from your custodian, please contact your custodian directly.

### **Item 16 Investment Discretion**

Our firm does not offer asset management services; therefore, we do not accept discretionary or trading authority over client accounts.

### **Item 17 Voting Client Securities**

#### **Proxy Voting**

We will not vote proxies on behalf of your advisory accounts.

## **Item 18 Financial Information**

Our firm does not have any financial condition or impairment that would prevent us from meeting our contractual commitments to you. We do not take physical custody of client funds or securities, or serve as trustee or signatory for client accounts, and, we do not require the prepayment of more than \$500 in fees six or more months in advance nor have we filed a bankruptcy petition at any time in the past ten years. Therefore, we are not required to include a financial statement with this brochure.

## **Item 19 Requirements for State-Registered Advisers**

Refer to the Part(s) 2B for background information about management personnel and those giving advice on behalf of our firm.

Our firm is not actively engaged in any business other than financial planning advisory services.

Neither our firm, nor any persons associated with our firm are compensated for advisory services with performance-based fees. Please refer to the "Performance-Based Fees and Side-By-Side Management" section above for additional information on this topic.

Neither our firm, nor any of our management persons have any reportable arbitration claims, civil, self-regulatory organization proceedings or administrative proceedings.

Neither our firm, nor any of our management persons have a material relationship or arrangement with any issuer of securities.

**Douglas Warren Jones, ChFC<sup>®</sup>, CLU<sup>®</sup>**

**Douglas W. Jones Associates Financial & Insurance Services,  
Inc.**

***Doing Business As***

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**August 16, 2019**

**FORM ADV PART 2B  
BROCHURE SUPPLEMENTS**

These brochure supplements provide information about Douglas Warren Jones that supplements the Jones Associates Financial & Insurance Services brochure. You should have received a copy of that brochure. Please contact us at 800-729-6344 if you did not receive the Jones Associates Financial & Insurance Services brochure or if you have any questions about the contents of this supplement.

Additional information about Douglas Warren Jones is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## Item 2 Educational Background and Business Experience

**Douglas Warren Jones, ChFC®, CLU®**

Year of Birth: 1947

### Education:

- Fullerton College, Associate of Arts, Business Administration, 1971
- California State University, Fullerton, Bachelor of Arts, Business Administration/Finance, 1973

### Business Background:

- Douglas W. Jones Associates Financial & Insurance Services, Inc., President/Investment Adviser Representative, 12/1983 - Present
- J.W. Cole Financial, Inc., Registered Representative, 02/2013 to Present
- J.W. Cole Advisors, Inc., Investment Adviser Representative, 02/2013 to Present
- Walnut Street Securities, Inc., Registered Representative/Investment Adviser Representative/General Securities Principal/Municipal Securities Principal/Branch Manager, 10/1985 - 02/2013

### Certifications:

- **Chartered Financial Consultant (ChFC®), 1983.** This designation is issued by The American College and is granted to individuals who have at least three years of full-time business experience within the five years preceding the awarding of the designation. The candidate is required to take seven mandatory courses which include the following disciplines: financial, insurance, retirement and estate planning; income taxation, investments and application of financial planning; as well as two elective courses involving the application of the aforementioned disciplines. Each course has a final proctored exam and once issued, the individual is required to submit 30 hours of continuing education every two years.
- **Chartered Life Underwriter (CLU®), 1978.** This designation is issued by The American College and is granted to individuals who have at least three years of full-time business experience within the five years preceding the awarding of the designation. The candidate is required to take a series of mandatory courses which include, for example, the following: insurance planning, life insurance law, fundamentals of estate planning, planning for business owners, income taxation, group benefits, planning for retirement needs, and investments. Each course has a final proctored exam and once issued, the individual is required to submit 30 hours of continuing education every two years.

## Item 3 Disciplinary Information

Mr. Jones does not have any disciplinary disclosure.

## Item 4 Other Business Activities

Mr. Jones is a registered representative with J.W. Cole Financial, Inc. ("JWC"). In this capacity, Mr. Jones may recommend securities or insurance products offered by JWC as part of your investment portfolio. If clients purchase these products through Mr. Jones, he will receive the customary commissions in his separate capacity as a registered representative of JWC. Mr. Jones is also an investment adviser representative with J.W. Cole Advisors, Inc. and our firm often receives referral fees for client referrals made by Mr. Jones to third-party money managers.

Additionally, Mr. Jones could be eligible to receive incentive awards such as JWC may offer. He may also receive 12b-1 fees from mutual funds that pay such fees. The receipt of additional compensation may give Mr. Jones an incentive to recommend investment products based on the compensation

received, rather than on your investment needs. Please refer to the *Fees and Compensation* section of Douglas W. Jones Associates Financial & Insurance Services, Inc.'s firm brochure for additional disclosures on this topic.

Mr. Jones is separately licensed as an insurance agent. In this capacity, he can effect transactions in insurance products for his clients and earn commissions for these activities. The fees you pay our firm for advisory services are separate and distinct from the commissions earned by Mr. Jones for insurance related activities. This presents a conflict of interest because Mr. Jones may have an incentive to recommend insurance products to you for the purpose of generating commissions rather than solely based on your needs. However, you are under no obligation, contractually or otherwise, to purchase insurance products through any person affiliated with our firm.

Douglas W. Jones Associates Financial and Insurance Services, Inc. are unaffiliated with J.W. Cole Investments, Inc. and J.W. Cole Advisors, Inc.

The majority of Mr. Jones' professional time is spent on these other business activities.

### **Item 5 Additional Compensation**

Mr. Jones does not receive any additional compensation for providing advisory services beyond that received as a result of his capacity as President and Investment Adviser Representative of Douglas W. Jones Associates Financial & Insurance Services, Inc.

Please refer to the *Other Business Activities* section above for disclosures on Mr. Jones's receipt of additional compensation as a result of his activities as a registered representative and investment adviser representative of JWC, as well as a licensed insurance agent. Also, please refer to the *Fees and Compensation* section of Douglas W. Jones Associates Financial & Insurance Services, Inc.'s firm brochure for additional disclosures on this topic.

### **Item 6 Supervision**

Mr. Jones, as President, is responsible for supervising the advisory activities of our firm, including the advisory services of himself. He can be reached at 949-699-1660.

### **Item 7 Requirements for State Registered Advisers**

Mr. Jones does not have, or has ever had, any reportable arbitration claims, has not been found liable in a reportable civil, self-regulatory organization or administrative proceeding, and has not been the subject of a bankruptcy petition.

**Melissa Shaw Jones, CFP®**

**Douglas W. Jones Associates Financial & Insurance Services, Inc.**

*Doing Business As*

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**August 16, 2019**

**FORM ADV PART 2B  
BROCHURE SUPPLEMENTS**

These brochure supplements provide information about Melissa Shaw Jones that supplements the Jones Associates Financial & Insurance Services brochure. You should have received a copy of that brochure. Please contact us at 800-729-6344 if you did not receive the Jones Associates Financial & Insurance Services brochure or if you have any questions about the contents of this supplement.

Additional information about Melissa Shaw Jones is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## Item 2 Educational Background and Business Experience

### **Melissa Shaw Jones, CFP®**

(known as both Melissa Shaw and Melissa Shaw Jones)

Year of Birth: 1959

#### Education:

- Mt. Hood Community College and University of Southern California, College of Continuing Education Financial Planning Program, 1986 Graduate
- Centennial High School, 1977 Graduate

#### Business Background:

- Douglas W. Jones Associates Financial & Insurance Services, Inc., Vice-President/Investment Adviser Representative, 3/1989 to Present
- J.W. Cole Financial, Inc., Registered Representative, 02/2013 to Present
- J.W. Cole Advisors, Inc., Investment Adviser Representative, 02/2013 to Present
- Walnut Street Securities, Inc., Registered Representative, 4/1991 to 02/2013
- Accent Insurance Brokerage, Owner, 5/1986 to Present

Ms. Jones has successfully passed three securities registration examinations: Series 6, 63 and 65. To maintain these registrations, Ms. Jones completes a FINRA continuing education course every three years and J.W. Cole continuing education courses each year.

#### Certifications:

•**Certified Financial Planner™ (CFP®), 1986.** The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements: Education - Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board's studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor's Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board's financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning; Examination - Pass the comprehensive CFP® Certification Examination. The examination, administered in 10 hours over a two-day period, includes case studies and client scenarios designed to test one's ability to correctly diagnose financial planning issues and apply one's knowledge of financial planning to real world circumstances; Experience - Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and Ethics - Agree to be bound by CFP Board's Standards of Professional Conduct, a set of documents outlining the ethical and practice standards for CFP® professionals. Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks: Continuing Education - Complete 30 hours of continuing education hours every two years, including two hours on the Code of Ethics and other parts of the Standards of Professional Conduct, to maintain competence and keep up with developments in the financial planning field; and Ethics - Renew an agreement to be bound by the Standards of Professional

Conduct. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients. CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

### **Item 3 Disciplinary Information**

Ms. Jones does not have any disciplinary disclosure.

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

Ms. Jones is a registered representative with J.W. Cole Financial, Inc. ("JWC"). In this capacity, Ms. Jones may recommend securities or insurance products offered by JWC as part of your investment portfolio. If clients purchase these products through Ms. Jones, she will receive the customary commissions in her separate capacity as a registered representative of JWC. Ms. Jones is also an investment adviser representative with J.W. Cole Advisors, Inc. and our firm may receive referral fees for client referrals made Ms. Jones to third-party money managers.

Additionally, Ms. Jones could be eligible to receive incentive awards such as JWC may offer. She may also receive 12b-1 fees from mutual funds that pay such fees. The receipt of additional compensation may give Ms. Jones an incentive to recommend investment products based on the compensation received, rather than on your investment needs. Please refer to the Fees and Compensation section of Douglas W. Jones Associates Financial & Insurance Services, Inc.'s firm brochure for additional disclosures on this topic.

Ms. Jones is separately licensed as an insurance agent and owner Accent Insurance Brokerage. In this capacity, she can effect transactions in insurance products for her clients and earn commissions for these activities. The fees you pay our firm for advisory services are separate and distinct from the commissions earned by Ms. Jones for insurance related activities. This presents a conflict of interest because Ms. Jones may have an incentive to recommend insurance products to you for the purpose of generating commissions rather than solely based on your needs. However, you are under no obligation, contractually or otherwise, to purchase insurance products through any person affiliated with our firm.

Ms. Jones also conducts business with The Financial Counselor Notebook, which is a tool and a process to work with clients and help them communicate about their finances. She is also involved in The Tale of the Trail, a family project to increase knowledge and awareness for our pioneer ancestors and The Oregon Trail. Another project, The All American Mom, is Ms. Jones' passion to help other mothers stay empowered in their roles. She is also a paralegal and Notary Public.

Accent Insurance Brokerage and Douglas W. Jones Associates Financial and Insurance Services, Inc. are unaffiliated with J.W. Cole Investments, Inc. and J.W. Cole Advisors, Inc.

The majority of Ms. Jones' professional time is spent on these other business activities.

## **Item 5 Additional Compensation**

Ms. Jones does not receive any additional compensation for providing advisory services beyond that received as a result of her capacity as Vice-President and Investment Adviser Representative of Douglas W. Jones Associates Financial & Insurance Services, Inc.

Please refer to the Other Business Activities section above for disclosures on Ms. Jones's receipt of additional compensation as a result of her activities as a registered representative of JWC, investment adviser representative of JWC, a licensed insurance agent, and owner of an insurance agency. Also, please refer to the Fees and Compensation section of Douglas W. Jones Associates Financial & Insurance Services, Inc.'s firm brochure for additional disclosures on this topic.

## **Item 6 Supervision**

Douglas Jones, as President, is responsible for supervising the advisory activities of Ms. Jones. He can be reached at 949-699-1660.

## **Item 7 Requirements for State Registered Advisers**

Ms. Jones does not have, or has ever had, any reportable arbitration claims, has not been found liable in a reportable civil, self-regulatory organization or administrative proceeding, and has not been the subject of a bankruptcy petition.