



ADV PART 2B BROCHURE

Flavia Kirz, CFP®

APELLA CAPITAL, LLC

D/B/A

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This Form ADV 2B (“Brochure Supplement”) provides information about the background and qualifications Flavia Kirz (CRD # 4050088). The information in this brochure supplements the Part 2A brochure of Apella Capital, LLC d/b/a Apella Wealth (hereinafter “Apella” or “firm”), which you should have received a copy of. Please contact our Chief Compliance Officer at (860) 785-2260 or trichards@apellawealth.com if you did not receive Apella’s Part 2A brochure or have any questions about the contents of this supplement. Additional information about Flavia Kirz is available on the SEC’s website at www.adviserinfo.sec.gov.

ITEM 2 – EDUCATIONAL BACKGROUND & BUSINESS EXPERIENCE

KIRZ FLAVIA:

- CRD #: 4050088
- YEAR OF BIRTH: 1965

EDUCATIONAL BACKGROUND:

- 1995: The Wharton School of the University of Pennsylvania; Master of Business
- 1985: Pontificia Universidade Catolica do Rio de Janeiro; Bachelors of Arts Economics

BUSINESS BACKGROUND:

- 2026 – Present: Apella Wealth; Financial Advisor
- 2020 – 2026: Financial Connections Group Inc.; Financial Advisor
- 2017 – 2019: The Branson School; Senior Accountant
- 2014 – 2017: Kiddo! Mill Valley Schools Community Foundation; Controller
- 1997 – 2000: Safra National Bank of New York; Vice President
- 1989 – 1999: Banco Safra; Senior Manager International Area
- 1987 – 1989: Citibank; Portfolio Manager

PROFESSIONAL DESIGNATIONS:

- CERTIFIED FINANCIAL PLANNER® (CFP®)

CERTIFIED FINANCIAL PLANNER (“CFP®”) DESIGNATION MINIMUM QUALIFICATIONS

I am certified for financial planning services in the United States by the Certified Financial Planner Board of Standards, Inc. (“CFP Board”). Therefore, I may refer to myself as a CERTIFIED FINANCIAL PLANNER® professional or a CFP® professional, and I may use these and the CFP Board’s other certification marks (the “CFP Board Certification Marks”). The CFP® certification is voluntary. No federal or state law or regulation requires financial planners to hold the CFP® certification. You may find more information about the CFP® certification at www.CFP.net.

CFP® professionals have met the CFP Board’s high standards for education, examination, experience, and ethics. To become a CFP® professional, an individual must fulfill the following requirements:

- Education – Earn a bachelor’s degree or higher from an accredited college or university and complete CFP Board-approved coursework at a college or university through a CFP Board Registered Program. The coursework covers the financial planning subject areas the CFP Board has determined are necessary for the competent and professional delivery of financial planning services, as well as a comprehensive financial plan development capstone course. A candidate may satisfy some of the coursework requirements through other qualifying credentials. CFP Board implemented the bachelor’s degree or higher requirement in 2007 and the financial planning development capstone course requirement in March 2012. Therefore, a CFP® professional who first became certified before those dates may not have earned a bachelor’s or higher degree or completed a financial planning development capstone course.
- Examination – Pass the comprehensive CFP® Certification Examination. The examination is designed to assess an individual’s ability to integrate and apply a broad base of financial planning knowledge in the context of real-life financial planning situations.

- Experience – Complete 6,000 hours of professional experience related to the personal financial planning process or 4,000 hours of apprenticeship experience that meets additional requirements.
- Ethics – Satisfy the Fitness Standards for Candidates for CFP® Certification and Former CFP® Professionals Seeking Reinstatement and agree to be bound by CFP Board’s Code of Ethics and Standards of Conduct (“Code and Standards”), which sets forth the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements to remain certified and maintain the right to continue to use the CFP Board Certification Marks:

- Ethics – Commit to complying with the CFP Board’s Code and Standards. This includes a commitment to the CFP Board, as part of the certification, to act as a fiduciary, and therefore, act in the best interests of the client, at all times when providing financial advice and financial planning. CFP Board may sanction a CFP® professional who does not abide by this commitment, but CFP Board does not guarantee a CFP® professional's services. A client who seeks a similar commitment should obtain a written engagement that includes a fiduciary obligation to the client.
- Continuing Education – Complete 30 hours of continuing education every two years to maintain competence, demonstrate specified levels of knowledge, skills, and abilities, and keep up with developments in financial planning. Two of the hours must address the Code and Standards.

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.

- Code of Ethics – Agree to be bound by the Code of Ethics which includes the Professional Pledge and eight Canons.
- Professional Pledge

"In all my professional relationships, I pledge myself to the following rule of ethical conduct: I shall, in light of all conditions surrounding those I serve, which I shall make every conscientious effort to ascertain and understand, render that service which, in the same circumstances, I would apply to myself."

- The Canons
- Conduct yourself at all times with honor and dignity.
- Avoid practices that would bring dishonor upon your profession or The American College.
- Publicize your achievements in ways that enhance the integrity of your profession.
- Continue your studies throughout your working life so as to maintain a high level of professional competence.
- Do your utmost to attain a distinguished record of professional service.
- Support the established institutions and organizations concerned with the integrity of your profession.
- Participate in building your profession by encouraging and providing appropriate assistance to qualified persons pursuing professional studies.
- Comply with all laws and regulations, particularly as they relate to professional and business activities.

Individuals who receive the ChFC® designation and wish to continue to use the designation need to complete 30 hours continuing education of every two years to maintain competence and keep up with developments in the financial planning field.

ITEM 3: DISCIPLINARY INFORMATION

Registered investment advisers must disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice.

NO DISCIPLINARY HISTORY

Flavia Kirz has no history of any legal or disciplinary events deemed material to a client's consideration of Flavia Kirz to act as their investment adviser representative. FINRA's BrokerCheck® system and the Investment Adviser Public Disclosure system provides additional information regarding the registration and disciplinary history of Flavia Kirz. Please visit FINRA's BrokerCheck® system at <https://brokercheck.finra.org> or the IAPD system at www.adviserinfo.sec.gov for additional information.

DISCIPLINARY PAST 10 YEARS

Flavia Kirz has no material history of legal or disciplinary events necessary to include on this Brochure Supplement. FINRA's BrokerCheck® system and the Investment Adviser Public Disclosure system provides additional disclosure history concerning Flavia Kirz that is not included in this Brochure Supplement. Please visit FINRA's BrokerCheck® system at <https://brokercheck.finra.org> or the IAPD system at www.adviserinfo.sec.gov for additional information.

ITEM 4: OTHER BUSINESS ACTIVITIES

Flavia Kirz does not engage in any other investment-related business or occupation outside of their role with Fiduciary Financial Advisors. This means the supervised person devotes their full professional time to providing advisory services through Fiduciary Financial Advisors and has no other business interests, affiliations, or roles that could create a potential conflict of interest.

ITEM 5: ADDITIONAL COMPENSATION

Flavia Kirz does not receive any economic benefit outside of the salaries and bonuses described in Item 4 of this brochure or on Form ADV Part 2A Items 10 and 12.

ITEM 6: SUPERVISION

Flavia Kirz is supervised by Evelyn Zohlen. Evelyn Zohlen is responsible for overseeing the day-to-day advisory activities conducted by Flavia Kirz. Evelyn Zohlen conducts periodic reviews of the IAR's advisory work to ensure it is consistent with applicable regulatory requirements and the firm's compliance program. Evelyn Zohlen can be reached at 714-971-0663.

Ultimate supervisory authority and responsibility for compliance matters rests with the firm's Chief Compliance Officer (CCO), Timothy Richards, who monitors the overall effectiveness of the firm's supervisory structure. The CCO may review the IAR's activities as part of the firm's broader compliance testing program, including reviews of client files, trade activity, and communications, as warranted.