



# ADV PART 2B BROCHURE

**LUIS SALINAS, CFP® CLU® ChFC®**

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D/B/A

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This Form ADV 2B ("Brochure Supplement") provides information about the background and qualifications of Luis Salinas (CRD #6425033). 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 get in touch with our Chief Compliance Officer at (860) 785-2260 or [trichards@apellawealth.com](mailto: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 Luis Salinas is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## ITEM 2 – EDUCATIONAL BACKGROUND & BUSINESS EXPERIENCE

### LUIS SALINAS, CFP® CHFC® CLU®

- CRD #: 6425033
- YEAR OF BIRTH: 1986

### EDUCATIONAL BACKGROUND:

- 2014: California Polytechnic University; B.S., Business Administration, Finance Concentration

### BUSINESS BACKGROUND:

- 2025 – Present: Apella; Wealth Advisor
- 2024 – 2025: LPL Financial; Financial Advisor
- 2014 – 2024: Northwestern Mutual Wealth Management

### PROFESSIONAL DESIGNATIONS:

- CERTIFIED FINANCIAL PLANNER™ (CFP®) <sup>1</sup>
- CHARTERED FINANCIAL CONSULTANT (CHFC®) <sup>2</sup>
- CHARTERED LIFE UNDERWRITER® (CLU®) <sup>3</sup>

#### CERTIFIED FINANCIAL PLANNER (“CFP®”) DESIGNATION MINIMUM QUALIFICATIONS<sup>1</sup>

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](http://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.

Check designation status online at [www.cfp.net/verify-a-cfp-professional](http://www.cfp.net/verify-a-cfp-professional)

## CHARTERED FINANCIAL CONSULTANT ("ChFC®") DESIGNATION MINIMUM QUALIFICATIONS<sup>2</sup>

Chartered Financial Consultant® is a professional certification granted in the United States by The American College for Financial Services. The ChFC® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold ChFC® certification. Currently, more than 48,000 individuals have been awarded ChFC® certification.

The ChFC® designation is financial planning's highest standard of knowledge and trust. The ChFC® designation allows an advisor to meet the advanced financial planning needs of individuals, professionals, and small business owners. The information covered during this course consists of in-depth coverage of the key financial planning disciplines, including insurance, income taxation, retirement planning, investments, and estate planning.

To receive the ChFC® designation, an individual must satisfactorily fulfill the following requirements:

- **Education** – Successfully complete required courses and electives in the ChFC® program.
- **Experience** – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year).
- **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.

### UNDERWRITER® (CLU®) DESIGNATION<sup>3</sup>

The CLU is a professional designation for individuals who wish to specialize in life insurance and estate planning. Individuals must complete five core courses and three elective courses, and successfully pass all eight two-hour, 100-question examinations in order to receive the designation.

## ITEM 3: DISCIPLINARY INFORMATION

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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.

Luis Salinas has a history of legal or disciplinary events deemed material to a client's consideration of Luis Salinas 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 Luis Salinas. Please visit FINRA's BrokerCheck® system at <https://brokercheck.finra.org> or the IAPD system at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) for additional information.

## ITEM 4: OTHER BUSINESS ACTIVITIES

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In addition to their role with Fiduciary Financial Advisors, Luis Salinas does not engage in the following outside business activities.

## ITEM 5: ADDITIONAL COMPENSATION

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Luis Salinas 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

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Luis Salinas is supervised by Jason Gentile, the Regional Director. The Regional Director is responsible for overseeing the day-to-day advisory activities conducted by Luis Salinas. The Regional Director conducts periodic reviews of the IAR's advisory work to ensure it is consistent with applicable regulatory requirements and the firm's compliance program.

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. Jason Gentile can be reached on 860-785-2260.