

WJL Financial Advisors, LLC

**WJL Financial Advisors, LLC
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A New Jersey Registered Advisory Firm

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This brochure provides information about the qualifications and business practices of WJL Financial Advisors, LLC. If you have any questions about the content of this brochure, please contact Bill LaChance at (973) 216-8748.

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 WJL Financial Advisors is also available on the SEC's website at www.adviserinfo.sec.gov.

While the firm may be registered with the State of New Jersey and other jurisdictions, that registration does not imply an endorsement by any regulatory authority, nor imply a certain level of skill or training on the part of the firm or its associated personnel.

Item 2- Material Changes

No material changes in 2018.

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Item 4 – Advisory Business

WJL Financial Advisors, LLC was founded in 2013. WJL is an independent financial planning, investment management and tax preparation firm.

WJL offers a no obligation consultation which will typically last about a half hour. This will be an opportunity for us to get to know each other and to determine if there is a fit between your needs and WJL's capabilities. Based on this meeting you can decide which (if any) of the services WJL provides makes sense for you and your family.

WJL offers support for financial planning, investment management and tax preparation on a flat fee basis. In addition, we provide as-needed services for an hourly fee.

The program generally begins with the development of an initial financial plan. In a two- to three-hour working session, we will:

- Discuss your financial situation and goals
- Engage in scenario planning
- Discuss recommendations

The *Initial Working Session Client Agreement* will be required. The types of documents needed for this review would be:

- Bank, Brokerage, Retirement Plan and Mortgage Statements
- Social Security Estimates
- Employee Benefit Documentation

Here are examples of what we would typically review in this session.

- Emergency Fund
- Employee Benefits Review
- Retirement Plan
- College Funding Plan
- Asset Allocation

The cost of finalizing the initial financial plan will depend on the need (if any) for further analysis after the working meeting. Generally what takes more time is determining the specific

trades needed to get to the desired portfolio. This is a function of the number of accounts and funds you have in your current portfolio. A quote will be provided either during the initial session or soon after. An *Hourly Engagement Agreement* will be required.

Soon after the meeting you will be provided with a report that includes plan assumptions and a list of recommendations as well as the financial plan summary. A detailed portfolio analysis and the specific trades needed to get to the desired portfolio will also be provided if included if the scope of the agreement. Recommendations generally include:

- Savings targets needed to meet retirement and other goals
- Strategies to reduce taxes and fees
- Social Security claiming strategy
- Portfolio investment strategy (using low cost index funds)

If a client decides to engage with WJL on an ongoing basis beyond the development of the initial financial plan we will enter into an *Annual Advisory Services Client Service Agreement*. The scope of services provided as part of the *Annual Advisory Services Client Service Agreement* will depend on the needs of the client. Services include:

Financial Plan Updates

The financial plan will be reviewed and assumptions updated at least annually.

Investment Management

Investment assets in brokerage accounts (including IRA's) can be either moved to WJL's preferred broker and managed by us or kept at your existing broker. When significant taxable amounts are involved, the assets need to be closely monitored to ensure taxes are minimized and we would recommend moving assets to our preferred broker. WJL generally recommends using index and other passively managed funds to develop low cost and tax efficient portfolios tailored to your goals, time horizon and risk tolerance. If assets are moved to WJL's preferred broker WJL will place trades for clients with non-discretionary authority. This means that assets will be held at an independent custodian and WJL will only make trades after first obtaining approval from the client. The client always maintains asset control. Portfolio management recommendations will also be made for assets held in outside accounts. For those outside accounts you as the client will need to log in and make the trades yourself.

Tax Planning and Preparation

Consolidating financial planning and tax planning and preparation helps ensure that no tax planning opportunities are missed and eliminates the need to pay two different professionals. WJL will prepare your Federal and State income tax returns on an annual basis.

Other Services

Clients who are part of the Annual Advisory Services program are encouraged to reach out to WJL with questions or concerns at any time. There is no need to wait for scheduled meetings.

Although the *Annual Advisory Services Client Service Agreement* is an on-going agreement the agreement can be terminated by either the client or WJL at any time.

Hourly Engagement

We also provide services on an hourly basis for clients with specific one-time needs. Examples might include:

- Pension lump sum vs annuity
- Pension Survivor Benefit Analysis

An *Hourly Engagement Agreement* will be required.

General Information

It is important that the information and financial statements you provide is accurate. We may, but are not obligated to, verify the information you have provided, which will then be used in the financial planning process.

As of December 2018, WJL had \$23 million of assets under direct management and \$61 million under indirect management.

WJL does not sponsor or serve as portfolio manager for any investment program involving wrap fees.

Item 5 Fees and Compensation

Initial Working Session

WJL's fee for the initial working session is a fixed fee of \$500.00 and is due at the end of the session.

Completion of Initial Financial Plan:

WJL's fee for finalizing the initial financial plan will depend on the need (if any) for further analysis after the working meeting. The additional fee will be calculated based on our hourly rate of \$175. Typically, the additional cost will be between \$0 and \$1,500.

Annual Advisory Services

WJL's fee for the Annual Advisory Services program depends on the scope of services provided and generally ranges between \$1,000 and \$6,000 per year with the agreed amount being billed in arrears at the end of each quarter for services provided during the prior quarter. If the agreement is signed during the quarter the fee for that quarter will be prorated based on the number of days remaining in the quarter. The quarterly fee is generally deducted from a designated client account to facilitate billing. The client must consent in advance to direct debiting of their investment account and a bill will be sent to the client quarterly before the deduction occurs.

If the client terminates the agreement anytime during the first year after work has commenced the client will be billed for time spent at the hourly rate of \$175 less any fees already billed. In subsequent years if the client terminates the agreement mid quarter the client will be billed a pro rata amount for the portion of the quarter in which services were provided.

The broker-dealer/custodian for the client's account may charge brokerage commissions and/or transaction fees for effecting certain securities transactions (i.e. transaction fees are charged for certain no-load mutual funds, commissions are charged for other securities transactions). In addition to WJL's annual advisory services fee, brokerage commissions and/or transaction fees, the client will also incur, relative to all mutual fund purchases, charges imposed at the fund level (e.g. management fees and other fund expenses). See Page 11 for further information about brokerage practices.

Hourly Engagement

The fee for the hourly engagement is \$175 per hour. If the Client decides to terminate the agreement after work has commenced but before completion the client will be billed at the hourly rate of \$175 for work done.

General

WJL's fees are negotiable.

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

WJL does not charge fees based on a share of capital gains or capital appreciation (growth) of any portion of managed funds, also known as “performance based fees”.

Nor will WJL’s fees be based on side-by-side management which refers to a firm simultaneously managing accounts that do pay performance based fees (such as a hedge fund) and those that do not.

Item 7 – Types of Clients

WJL provides investment advisory services to the following clients:

- Individuals including High Net Worth Individuals
- Small Businesses
- Charitable Organizations
- Trusts and Estates

WJL does not require any minimum income or asset levels.

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

WJL uses an academic-based investment strategy that focuses on using multiple assets classes. A basic assumption is that markets are highly efficient and they quickly incorporate new information into security prices. Hence, WJL’s investment strategies focus on using low-cost passively-managed mutual funds and exchange-traded funds across four primary assets classes – Equities, Fixed Income, Real Estate and Cash (CD’s, Money Market Funds etc.).

Investors are generally rewarded in proportion to the risk they take based on their asset allocation across these four classes. The asset allocation for each individual client is tailored based on client goals, time horizon and risk tolerance and will reflect any client imposed restrictions.

WJL does not guarantee the future performance of any account or any specific level of performance, the success of any investment decision or strategy that WJL may use, or the success of WJL’s overall investment management. All investment decisions are subject to various market, currency, economic, political, and business risks, and investment decisions will not always be profitable. The client retains absolute discretion over all such implementation decisions and is free to accept or reject any recommendation from WJL. Moreover, each client is advised that it remains his/her/its responsibility to promptly notify WJL if there is ever any change in his/her/its financial situation or investment objectives for the purpose of reviewing/evaluating/revising WJL’s previous recommendations and/or services.

Item 9 – Disciplinary Information

WJL and its employees have not been involved in any legal or disciplinary events related to past or present activities. In addition, WJL and its personnel are not the subject of any pending matters in connection with any legal or disciplinary events.

Item – 10 Other Financial Industry Activities and Affiliations

William LaChance an investment adviser representative with WJL Financial Advisors LLC is also a licensed insurance agent representing various life and health insurance companies. As such, in his separate capacity as an insurance agent, William has the ability to purchase insurance products for clients, for he will receive separate, yet customary compensation. Clients, however, are not under any obligation to engage WJL Associates when considering implementation of insurance transactions. The implementation of any or all insurance products is solely at the discretion of the client.

If requested by the client, WJL may recommend the services of other professionals (primarily estate planning attorneys) for implementation purposes. The client is under no obligation to engage the services of any such recommended professional. These other professionals will be engaged directly by the client. WJL does not solicit nor accept any referral fees. Conflicts of interest will be disclosed to the client in the unlikely event they should occur.

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

Our Code of Ethics establishes ideals for ethical conduct based upon fundamental principles of openness, integrity, honesty and trust. The key points are: putting the clients' interest first, objectivity, confidentiality, competence, fairness and suitability, integrity and honesty, regulatory compliance, full disclosure, and professionalism. The firm will provide a copy of the Code of Ethics to any client or prospective client upon request.

WJL has implemented an investment policy relative to personal securities transactions. It is part of WJL's overall Code of Ethics. On occasion, WJL employees may own an interest in, or buy and sell for their own account, the same securities that may also be held, purchased or sold in client accounts. We believe there is no conflict of interest as the securities (primarily mutual funds or ETF's) are widely held and publicly traded, and the trades are not of a significant enough value to affect the securities market, and, in all cases, client orders are given priority.

WJL has adopted procedures to implement the firm's policy on personal securities transactions and reviews it periodically to monitor and ensure that the firm's policy is observed, implemented properly and amended or updated, as appropriate.

Item 12 – Brokerage Practices

Research and Other Soft Dollar Benefits

WJL may receive support from broker dealers/custodian in the form of investment-related research, pricing information and market data, and free or discounted software and other technology tools. The support provided to WJL and other advisors is funded by fees the broker dealer collects from customers of the broker dealer as well as profits derived from other sources.

There is no corresponding commitment made by WJL to any particular broker-dealer/custodian or to any other entity to invest any specific amount or percentage of client assets in any specific mutual funds, securities or other investment products as a result of the above arrangement.

Brokerage for Client Referrals

WJL does not receive client referrals from the recommended broker-dealer/custodian.

Directed Brokerage

If a client opts for a managed portfolio as part of the investment management services offered under the annual advisory services engagement, WJL will require that clients open an account(s) with a recommended broker dealer/custodian to maintain custody and execute trades for those assets where the client requests WJL to manage the account under a limited non-discretionary power of attorney. In selecting a recommended broker dealer/custodian WJL will consider all relevant factors including fees along with the level of support provided to both WJL and clients but it is possible that fees paid by you to the broker dealer/custodian may not be the absolute lowest in the marketplace for any given service.

WJL will conduct periodic assessments of the recommended broker dealer/custodian which will involve a review of the quality of services and reasonableness of customer fees as compared to industry peers and will consider a change if warranted.

If you as the client wish to use a different broker dealer/custodian to provide custody and execution services you can certainly do so but you will need to make any trades yourself based on WJL recommendations.

Given WJL's passive "buy and hold" investment philosophy using mutual funds and ETF's there will be limited opportunities to lower customer commissions through order aggregation (paying a

single trading commission for multiple customer orders) but if such opportunities arise with ETF's WJL will take advantage of such opportunities if the customer benefit is material. In such cases, WJL will allocate the securities purchased, or proceeds of sale, among participating accounts. Adjustments may be made by WJL under certain circumstances such as to avoid odd lots or excessively small allocations. If an aggregated order is filled at different prices, generally all participating accounts will receive the average price. If the order is partially filled, the accounts will be allocated proportionately based on the relative size of the pre-trade designation.

Item 13 – Review of Accounts

For those clients that are part of an Annual Advisory engagement with investment management the investment accounts will be reviewed by WJL at least once every year. The review will consider the need for rebalancing the asset allocation as well as tax loss harvesting. Other conditions may trigger an off cycle review such as major market shifts, changes in the tax laws or changes in the clients particular situation.

Written reports will be provided to clients annually that will provide an annual summary of activity and performance of the accounts managed by WJL. This will be part of an annual review/update of the financial plan for Annual Advisory engagement clients.

At any time during the year clients will have access to account information on the website of the recommended broker dealer/custodian and will receive quarterly statements from the broker dealer/custodian. Clients can request an off cycle meeting during the year to review account information in which case a written report will be created by WJL for review at the meeting.

Item 14 – Client Referrals and Other Compensation

WJL does not solicit nor accept any client referral fees.

Item 15 - Custody

WJL will have custody of client accounts only to the extent that quarterly advisor fees will be deducted assuming that the client has provided written approval. Assets for Investment Management clients will be held at a nationally recognized, SEC registered and FINRA member broker dealer/custodian, who provide account statements directly to clients at their address of record and/or at their email addresses, at least quarterly. Clients are encouraged to carefully review the statements provided by their custodians.

In addition clients are at times provided reports from WJL that will include account statements. Clients are urged to compare the account statements received from the custodian to the account statements received from WJL to identify potential discrepancies.

Item – 16 Investment Discretion

WJL provides investment management services on a non-discretionary basis. WJL will obtain client authorization via email prior to making any trades.

Item – 17 Voting Client Securities

WJL does not vote proxies on client securities. Clients are expected to vote their own proxies.

Item 18 – Financial Information

WJL's balance sheet is not required to be provided because WJL does not require the prepayment of more than \$500 in client fees.

Please be advised that there is no known financial conditions that would impair WJL's ability to meet contractual commitments to clients.

WJL has not been the subject of any bankruptcy petition at any time in the last ten years.

Item 19 – Requirements for State-Registered Advisors/Supplement

William J LaChance
16 Ward Place Chatham NJ 07928
973-216-8748

Educational Background and Business Experience

William (Bill) born in 1963 received a B.S. Degree in Accounting in 1985 from Bryant College and spent four years working on the audit staff in the Stamford CT office of Coopers & Lybrand one of the "Big Eight" accounting firms at the time. Bill then decided to pursue a career in corporate finance. He enrolled at Indiana University where he received an MBA in Finance in 1991. After graduation Bill spent twenty two years working in corporate finance and merchandising in the retail industry spending nine years at Target and thirteen years at Best Buy. His last five years were spent as a Sr. Finance Director at Best Buy supporting the Store and Real Estate organizations.

In 2009 while still working for Best Buy, Bill enrolled in the Certified Financial Planner program at Fairleigh Dickenson University and completed the program on Saturday mornings over the course of

two years. In the fall of 2013 Bill made the decision to launch WJL Financial Advisors LLC. He is Certified Financial Planner and an Enrolled Agent.

Disciplinary Information

Bill has not been involved in any arbitration hearing or found liable in any civil, self-regulatory or administrative proceeding.

Other Business Activities

Bill is a licensed insurance agent for various life and health insurance companies.

Additional Compensation

In his separate capacity as an insurance agent, Bill has the ability to purchase insurance products for clients, for he will receive separate, yet customary compensation. Clients, however, are not under any obligation to engage WJL Associates when considering implementation of insurance transactions. The implementation of any or all insurance products is solely at the discretion of the client.

James A. Moore
29 Cobblers Mill Rd Sandy Hook CT 06482
203-482-8640

Educational Background and Business Experience

James (Jim) A. Moore is an Investment Adviser Agent of WJL Financial Advisors, LLC. Jim (age 58) received a Bachelor of Science in Economics with a dual major in Accounting and Finance in 1982 from the University of Pennsylvania. He worked four years on the audit staff in the Stamford Connecticut office of Coopers & Lybrand, one of the “Big Eight” accounting firms at the time, and earned his Certified Public Accountant (CPA) certification while with the firm.

Jim transitioned from public accounting to pursue a career in corporate finance when he joined the stock brokerage and asset management firm, PaineWebber Group (acquired by UBS AG). In 1988, he joined the Coca-Cola Bottling Co. of New York, Inc and spent twenty-two years in the Coca-Cola system performing various operational finance roles culminating in his position as the Vice-President, Finance for the Northeast Business Unit of Coca-Cola Enterprises. He subsequently spent two years with Fortistar, a privately owned renewable energy company, as Vice-President, Finance. In 2011, Jim joined Vitec Videocom, Inc, a subsidiary of Vitec Group plc, and a manufacturer and distributor of camera mounting, lighting support and mobile power products to the broadcasting, film, and video production markets. He spent five years as Chief Financial Officer of the Americas

Division of Vitec Videocom, Inc. prior to deciding in the fall of 2016 to pursue a career as a financial planner.

Jim completed the Certified Financial Planner certificate program at Fairfield University in June 2017. He passed the CFP exam in July 2017 and the Series 65 in September 2017.

Disciplinary Information

Jim has not been involved in any arbitration hearing or found liable in any civil, self-regulatory or administrative proceeding.

Other Business Activities

Jim is not involved in other business activities.

Additional Compensation

Jim does not receive any additional compensation other than fees generated by WJL.