

# **WJL Financial Advisors, LLC**

**WJL Financial Advisors, LLC  
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[www.wjladvisors.com](http://www.wjladvisors.com)**

A New Jersey Registered Advisory Firm

**FIRM BROCHURE, JANUARY 2021**

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](http://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

On November 27, 2020 Sean Lovison joined the firm and was registered as an Investment Adviser Representative on January 11, 2021 in the State of New Jersey.

On January 11, 2021 Steven Pardonner joined the firm as an Investment Adviser Representative in the State of New Jersey

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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

Within two weeks after the meeting (unless otherwise agreed to) you will be provided with a report that includes plan assumptions and a list of recommendations as well as the financial plan summary. Recommendations generally include:

- Savings targets needed to meet retirement and other goals
- Strategies to reduce taxes and fees
- Social Security claiming strategy
- High level 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.

#### Portfolio Recommendations

Investment assets in brokerage accounts (including IRA's) can be either moved to WJL's preferred broker 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 2020, WJL had \$131 million of assets under advisement.

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 \$750.00 and is due at the end of the session.

### **Annual Advisory Services**

WJL's fee for the Annual Advisory Services program depends on the scope of services provided and generally ranges between \$1,500 and \$7,500 per year. The annual fee is typically billed in four installments throughout the year. The fee can either be deducted from a designated client account to facilitate billing or we will email you a bill which can be paid via check or electronic transfer. If deducted the client must consent in advance to direct debiting of their investment account and a bill will be sent to the client before the deduction occurs.

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 \$200 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 \$200 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 and Steven Pardonner investment adviser representatives with WJL Financial Advisors LLC are also licensed insurance agents representing various life and health insurance companies. As such, their separate capacity as an insurance agents, William and Steven have the ability to purchase insurance products for clients, for which they 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 WJL to execute trades on their behalf WJL will require that clients open an account(s) with a recommended broker dealer/custodian to maintain custody and execute trades.

Trades will be executed 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.

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 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.

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 from 12/31/2020:

Cash	\$12,318
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Total Assets	\$12,318
Members Equity	\$12,318
<hr/>	
Total Members Equity	\$12,318

Please be advised that there are 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 been 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, born in 1960, 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 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.

**Sean Lovison**  
**119 W Central Ave, Moorestown, NJ 08057**  
**215-880-1892**

### **Educational Background and Business Experience**

Sean Lovison is an Investment Adviser Agent of WJL Financial Advisors, LLC. Sean, born in 1977, received a Bachelor of Science with a double major in Economics and Finance in 1999 from the University of Delaware. After completing his degree, he went into the audit department at Unisys in Blue Bell, PA. While there he completed his Master of Science in Finance from Temple University in 2001.

In 2003, Sean joined a division of RPM International (NYSE: RPM) and held several positions before becoming the Chief Financial Officer (CFO) of a wholly owned division, Fibergrate Composite Structures, in 2008. Headquartered in Dallas, Texas Fibergrate is the largest manufacturer and provider of building grade fiberglass structures in the USA. He held this role until 2016 when he moved to the CFO role of Stonhard Group, headquartered in Cherry Hill, NJ. Stonhard is the leader in manufacturing and installing high performance epoxy and urethane floor, wall and lining systems.

Sean earned his Certified Public Accountant (CPA) certification in 2005 and completed the Certified Financial Planner certificate program at Kansas State University in 2010. He passed the CFP exam in November 2020 and the Series 65 in December 2020.

### **Disciplinary Information**

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

### **Other Business Activities**

On a limited basis, Sean is providing transitional consulting services on an hourly basis to Stonhard Group. This arrangement is directly between Stonhard Group and him. This work is not investment related.

### **Additional Compensation**

Sean receives no other compensation other than the consulting income received from Stonhard Group.

**Steven W. Pardonner**  
**7 Schoolhouse Road Milford NJ 08848**  
**908-500-5273**

**Educational Background and Business Experience**

Steve, born in 1964, received a B.A. Degree in Personal Financial Planning in 1986 from Grove City College and worked two years in bank auditing and accounting before obtaining an MBA in Finance from Carnegie Mellon University, Tepper School of Business in 1990.

Steve has worked 30 years in corporate accounting, finance and product management organizations within the communications technology industry. Steve left AT&T as a Product Marketing Director after 12 years of rapid development and spent 5 years with Cingular Wireless before leaving to join a startup opportunity with Vonage Holdings, Inc. as Director of Product Management. Steve is employed full time with Vonage after 12 years, remains an integral member of the management team that helped turn around the company and is responsible for the residential services line of business.

Separately, Steve has maintained his lifelong interest in financial planning, passed the Series 65 Financial Advisor exam June 2020, is enrolled in a CFP program with the College of Financial Planning and expects to sit for the CFP exam in 2021. Steve is an Investment Adviser Representative of WJL Financial Advisors, LLC.

**Disciplinary Information**

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

**Other Business Activities**

Steve is currently employed by Vonage Holdings as a Director of Product Management. This role is not investment related. Steve also maintains a NJ Life Insurance producer license.

**Additional Compensation**

Steve receives compensation for his work with Vonage Holdings. In his separate capacity as an insurance agent, Steve 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.