



Part 2A of Form ADV: Firm Brochure

Revision: 13
January 21, 2020

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This brochure provides information about the qualifications and business practices of Rowan Financial LLC. If you have questions about the contents of this brochure, please contact us at 484-601-2776 or info@RowanFinancial.com. The information in this brochure has not been approved nor verified by the United States Securities and Exchange Commission or by any state securities authority.

Additional information about Rowan Financial LLC is also available on the SEC's website at www.advisorinfo.sec.gov.



Material Changes

The following changes have been made to this version of the Disclosure Brochure:

No Material Changes To Report.

Future Changes

From time to time, we may amend this Disclosure Brochure to reflect changes in our business practices, changes in regulations and routine annual updates as required by the securities regulators. This complete Disclosure Brochure or a Summary of Material Changes shall be provided to each Client annually and if a material change occurs in the business practices of Rowan Financial.

At any time, you may view the current Disclosure Brochure on-line at the SEC's Investment Adviser Public Disclosure website at <http://www.adviserinfo.sec.gov> by searching for our firm name.

You may also request a copy of this Disclosure Brochure at any time, by contacting us at 484-601-2776.



Table of Contents:

<u>Item Number</u>	<u>Item</u>	<u>Page Number(s)</u>
4	Advisory Business	4-5
5	Fees and Compensation	5-6
6	Performance Based Fees and Side-by-Side Management	6
7	Types of Clients	6
8	Methods of Analysis, Investment Strategies & Risk of Loss	6-7
9	Disciplinary Information	7
10	Other Financial Industry Activities and Affiliations	7
11	Code of Ethics, Participation or Interest in Client Transactions and Personal Trading	8-9
12	Brokerage Practices	10-11
13	Review of Accounts	11
14	Client Referrals and Other Compensation	11
15	Custody	11
16	Investment Discretion	12
17	Voting Client Securities	12
18	Financial Information	12
19	Requirements for State-Registered Advisors	12-13



Item 4 - Advisory Business:

History: Rowan Financial LLC (“Rowan Financial”) has been in business since 2010.

Ownership: We are 100% owned by David E. Rowan, MBA, CFP, who is the President of Rowan Financial.

Types of Services: We provide services that are customized to meet client needs. At Rowan Financial we work with clients to make sure that their investment portfolio is tailored to both their stated risk tolerance as well as to their long-term goals. We revisit this discussion and make adjustments to each client's financial plan on an annual basis.

To help us develop our customized wealth management plans, we get to know our clients very well. It is important for us to understand what matters most to clients, whether that is to retire by a certain age, pursue their hobbies and passions, open that business they always wanted to start or have more time to engage in charitable causes.

After these conversations, we typically recommend one of the five standard Rowan Financial Portfolios:

- Conservative (Lowest risk, lowest expected return portfolio)
- Moderate Conservative
- Moderate
- Moderate Aggressive
- Aggressive (Highest risk, highest expected return portfolio)

These portfolios are primarily made up of a series of Exchange Traded Funds (ETF's) At Rowan Financial, we select ETF's for three main reasons:

- Expenses associated with these funds are low. Typical expenses associated with a Rowan Financial Portfolio are approximately 0.25% annually versus an average of 0.90% annually for a typical mutual fund.
- Unlike some mutual funds, ETF's never have front-end or back-end loads which are assessed when the fund is bought or sold. These loads can exceed 5% for some mutual funds and are an unnecessary drain on investor returns.
- Finally, ETF's offer an excellent means to diversify client portfolios. We carefully research and select ETF's that invest in many sectors. Examples include US Stocks, International Stocks, Emerging Markets, US Treasuries, High Yield Bonds, Real Estate, and Commodities.

Of course, clients are able to modify the composition of their portfolios either by asking to avoid certain sectors or retain existing investments that they owned prior to becoming a client of Rowan Financial.

Comprehensive Financial Planning

This service involves working one-on-one with a planner over an extended period of time. By paying a monthly retainer, clients get continuous access to a planner who will work with them to design their plan. The planner will monitor the plan, recommend any changes and ensure the plan is up to date.

Upon desiring a comprehensive plan, a client will be taken through establishing their goals and values around money. They will be required to provide information to help complete the following areas of analysis: net worth, cash flow, insurance, credit scores/reports, employee benefits, retirement planning,



insurance, investments, college planning and estate planning. Once the client's information is reviewed, their plan will be built and analyzed, and then the findings, analysis and potential changes to their current situation will be reviewed with the client. Clients subscribing to this service will receive a written or an electronic report, providing the client with a detailed financial plan designed to achieve his or her stated financial goals and objectives. If a follow up meeting is required, we will meet at the client's convenience. The plan and the client's financial situation and goals will be monitored throughout the year and follow-up phone calls and emails will be made to the client to confirm that any agreed upon action steps have been carried out. On an annual basis there will be a full review of this plan to ensure its accuracy and ongoing appropriateness. Any needed updates will be implemented at that time.

Financial Planning Services provided on an ongoing basis include:

- Weekly monitoring of your account to ensure that your target asset allocations are maintained.
- Periodic rebalancing of your portfolio as appropriate to maintain target asset allocations.
- Annual retirement planning service to ensure that your savings and investment plans will maximize your chances of meeting your goals in retirement.
- Consultation on other relevant financial planning topics including Estate Planning, Risk Management, Cash Management and/or Tax Planning.

In addition to traditional wealth management services, Small Business Advisory and Career Coaching services are also provided to clients with needs in these specific areas.

Note that these services are provided to Investment Management Clients at no additional charge above and beyond the Investment Management Fee listed above.

Also note that these services are available on an hourly basis to non-Investment Management clients at a rate of \$299/hr or as coaching packages ranging in price from \$1,995 to \$3,495.

As of December 31, 2019, Rowan Financial had \$8,081,022 in discretionary and \$1,015,701 in non-discretionary Assets Under Management.

Item 5 - Fees & Compensation:

Rowan Financial is a fee-only advisory practice. For Investment Management, this fee is calculated as a percentage of Total Assets Under Management by Rowan Financial, including 401k accounts, employee retirement accounts and accounts with outside custodians. Fees are payable quarterly in advance. The quarterly fee will be deducted directly from the client's brokerage account.

All services can be cancelled at any time by the client for any reason. All subsequent quarterly fees will be cancelled. The quarterly fee for the existing quarter will be returned to the client on a prorated basis for all unused advisory services. This refund will be issued within thirty days of contract termination.

Our fee schedule for Investment Management is 1.00% of Assets Under Management:

In addition to the Rowan Financial advisory fee, there are fees associated with the individual Exchange Traded Funds that Rowan utilizes within each of our model portfolios. These fees are deducted directly



from the returns generated by each individual ETF and are not billed to client accounts. Rowan Financial typically selects low-cost ETF's for our model portfolios with average fees of approximately 0.25%. We are continually researching existing and new ETF's that meet our performance targets while minimizing fees for our clients.

Comprehensive Financial Planning consists of an upfront charge ranging from \$500-\$2,000 and an ongoing fee that is paid monthly, in advance, at a range of \$50-\$250 per month. The fee may be negotiable in certain cases. Fees for this service may be paid by electronic funds transfer or check. This service may be terminated with 30 days' notice. Upon termination of any account, the fee will be prorated and any unearned fee will be refunded to the client.

Item 6 - Performance-Based Fees & Side-by-Side Management:

No advisors at Rowan Financial receive performance-based fees. Our fund recommendations for clients are based exclusively on the following:

- Fund sector
- Return
- Volatility
- Fees charged by the fund

Rowan Financial advisors have no incentive to favor one fund over another to earn extra compensation. Our compensation is based only on a percentage of each client's assets under management or based on their monthly subscription fee.

Item 7 - Types of Clients:

We serve individual clients who are looking for wealth management and financial planning services. While we serve a broad spectrum of people, we do specialize in two areas:

- Small business owners
- Clients who are embarking upon or in the process of a significant life change (retirement, sending children to college, opening a business, career change, etc.)

The minimum initial account balance to open an account is \$100,000. Exceptions to this policy are made at the discretion of the owner.

Item 8 - Methods of Analysis, Investment Strategies and Risk of Loss:

At Rowan Financial, there are three basic principles that form the basis of our investment strategies:

- Superior portfolio diversification (by investing in many different sectors)
- Low total cost of investing (by choosing funds with no loads and low fees)
- Disciplined investing and rebalancing (to help keep you invested for the long-term and boost your returns by regularly rebalancing holdings within your account.)



In order to achieve the best possible portfolio diversification for our clients, Rowan Model Portfolios contain investments in many different sectors. There are specific kinds of risks associated with investing in these kinds of sectors including, but not limited to:

High-Yield Investing:

Investments in high yielding debt securities are generally subject to greater market fluctuations and risk of loss of income and principal than are investments in lower-yielding debt securities.

Inflation-Protected Bond Investing:

Interest rate increases can cause the price of a debt security to decrease. Increases in real interest rates can cause the price of inflation-protected debt securities to decrease. Interest payments on inflation-protected debt securities can be unpredictable.

Interest Rate Risk:

This risk refers to the risk that bond prices decline as interest rates rise. Interest rates and bond prices tend to move in opposite directions. Long-term bonds tend to be more sensitive to interest rate changes and therefore may be more volatile.

International Investing:

There are special risks associated with international investing, such as political changes and currency fluctuations. These risks are heightened in emerging markets.

Real Estate / REITs Investing:

Investing in real estate / REITs involves special risks such as potential liquidity and may not be suitable for all investors. There is no assurance that the investment objectives will be attained.

Small/Mid-Capitalization Investing:

Investments in companies with small- or mid-capitalization ("small/mid-caps") may be subject to special risks given their characteristically narrow markets, limited financial resources, and less liquid stocks, all of which may cause price volatility.

Item 9 - Disciplinary Information:

There are no legal or disciplinary events associated with any employee of Rowan Financial LLC.

Item 10 - Other Financial Industry Activities and Affiliations:

Please see Item 19 – Requirements for State Registered Advisors – for this information.

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

Code of Ethics and Professional Responsibility

These *Code Of Ethics'* Principles express the profession's recognition of its responsibilities to the public, to clients, to colleagues and to employers. They apply to all CFP Board designees and provide guidance to them in the performance of their professional services.

Principle 1 - Integrity

A CFP Board designee shall offer and provide professional services with integrity.

As discussed in "Composition and Scope," CFP Board designees may be placed by clients in positions of trust and confidence. The ultimate source of such public trust is the CFP Board designee's personal integrity. In deciding what is right and just, a CFP Board designee should rely on his or her integrity as the appropriate touchstone. Integrity demands honesty and candor which must not be subordinated to personal gain and advantage. Within the characteristic of integrity, allowance can be made for innocent error and legitimate difference of opinion; but integrity cannot co-exist with deceit or subordination of one's principles. Integrity requires a CFP Board designee to observe not only the letter but also the spirit of this *Code Of Ethics*.

Principle 2 - Objectivity

A CFP Board designee shall be objective in providing professional services to clients.

Objectivity requires intellectual honesty and impartiality. It is an essential quality for any professional. Regardless of the particular service rendered or the capacity in which a CFP Board designee functions, a CFP Board designee should protect the integrity of his or her work, maintain objectivity, and avoid subordination of his or her judgment that would be in violation of this *Code Of Ethics*.

Principle 3 - Competence

A CFP Board designee shall provide services to clients competently and maintain the necessary knowledge and skill to continue to do so in those areas in which the CFP Board designee is engaged.

One is competent only when he or she has attained and maintained an adequate level of knowledge and skill, and applies that knowledge effectively in providing services to clients. Competence also includes the wisdom to recognize the limitations of that knowledge and when consultation or client referral is appropriate. A CFP Board designee, by virtue of having earned the CFP® certification, is deemed to be qualified to practice financial planning. However, in addition to assimilating the common body of knowledge required and acquiring the necessary experience for certification, a CFP Board designee shall make a continuing commitment to learning and professional improvement.

Principle 4 - Fairness

A CFP Board designee shall perform professional services in a manner that is fair and reasonable to clients, principals, partners and employers, and shall disclose conflict(s) of interest in providing such services.

Fairness requires impartiality, intellectual honesty and disclosure of conflict(s) of interest. It involves a subordination of one's own feelings, prejudices and desires so as to achieve a proper balance of conflicting interests. Fairness is treating others in the same fashion that you would want to be treated and is an essential trait of any professional.

Principle 5 - Confidentiality

A CFP Board designee shall not disclose any confidential client information without the specific consent

of the client unless in response to proper legal process, to defend against charges of wrongdoing by the CFP Board designee or in connection with a civil dispute between the CFP Board designee and client.

A client, by seeking the services of a CFP Board designee, may be interested in creating a relationship of personal trust and confidence with the CFP Board designee. This type of relationship can only be built upon the understanding that information supplied to the CFP Board designee will be confidential. In order to provide the contemplated services effectively and to protect the client's privacy, the CFP Board designee shall safeguard the confidentiality of such information.

Principle 6 - Professionalism

A CFP Board designee's conduct in all matters shall reflect credit upon the profession.

Because of the importance of the professional services rendered by CFP Board designees, there are attendant responsibilities to behave with dignity and courtesy to all those who use those services, fellow professionals, and those in related professions. A CFP Board designee also has an obligation to cooperate with fellow CFP Board designees to enhance and maintain the profession's public image and to work jointly with other CFP Board designees to improve the quality of services. It is only through the combined efforts of all CFP Board designees, in cooperation with other professionals, that this vision can be realized.

Principle 7 - Diligence

A CFP Board designee shall act diligently in providing professional services.

Diligence is the provision of services in a reasonably prompt and thorough manner. Diligence also includes proper planning for, and supervision of, the rendering of professional services.

NOTE: A copy of this code of ethics will be provided to all clients and prospective clients upon request.

Investment Recommendations Involving a Material Financial Interest and Conflicts of Interest

Neither our firm, its associates or any related person is authorized to recommend to a client, or effect a transaction for a client, involving any security in which our firm or a related person has a material financial interest, such as in the capacity as an underwriter, adviser to the issuer, etc.

Advisory Firm Purchase of Same Securities Recommended to Clients and Conflicts of Interest

Our firm and its "related persons" may buy or sell securities similar to, or different from, those we recommend to clients for their accounts. In an effort to reduce or eliminate certain conflicts of interest involving the firm or personal trading, our policy may require that we restrict or prohibit associates' transactions in specific reportable securities transactions. Any exceptions or trading pre-clearance must be approved by the firm principal in advance of the transaction in an account, and we maintain the required personal securities transaction records per regulation.

Trading Securities At/Around the Same Time as Client's Securities

From time to time, our firm or its "related persons" may buy or sell securities for themselves at or around the same time as clients. We will not trade non-mutual fund securities 5 days prior to the same security for clients.



Item 12 - Brokerage Practices:

Rowan Financial does not have any affiliation with Broker-Dealers. Specific custodian recommendations are made to client based on their need for such services. We recommend custodians based on the reputation and services provided by the firm.

1. Research and Other Soft-Dollar Benefits

We currently receive soft dollar benefits by nature of our relationship with TD Ameritrade Institutional, Division of TD Ameritrade, Inc., member FINRA/SIPC.

2. Brokerage for Client Referrals

We receive no referrals from a broker-dealer or third party in exchange for using that broker-dealer or third party.

3. Clients Directing Which Broker/Dealer/Custodian to Use

We do recommend a specific custodian for clients to use, however, clients may custody their assets at a custodian of their choice. Clients may also direct us to use a specific broker-dealer to execute transactions. By allowing clients to choose a specific custodian, we may be unable to achieve most favorable execution of client transaction and this may cost clients money over using a lower-cost custodian.

4. The Custodian and Brokers We Use (TD Ameritrade)

Rowan Financial participates in TD Ameritrade's institutional customer program and may recommend TD Ameritrade to clients for custody and brokerage services. There is no direct link between Rowan Financial's participation in the program and the investment advice it gives to its clients, although Rowan Financial receives economic benefits through its participation in the program that are typically not available to TD Ameritrade retail investors. These benefits include the following products and services (provided without cost or at a discount): receipt of duplicate client statements and confirmations; research related products and tools; consulting services; access to a trading desk serving Rowan Financial participants; access to block trading (which provides the ability to aggregate securities transactions for execution and then allocate the appropriate shares to client accounts); the ability to have advisory fees deducted directly from client accounts; access to an electronic communications network for client order entry and account information; access to mutual funds with no transaction fees and to certain institutional money managers; and discounts on compliance, marketing, research, technology, and practice management products or services provided to Rowan Financial by third party vendors. TD Ameritrade may also have paid for business consulting and professional services received by Rowan Financial's related persons. Some of the products and services made available by TD Ameritrade through the program may benefit Rowan Financial but may not benefit its client accounts. These products or services may assist Rowan Financial in managing and administering client accounts, including accounts not maintained at TD Ameritrade. Other services made available by TD Ameritrade are intended to help Rowan Financial manage and further develop its business enterprise. The benefits received by Rowan Financial or its personnel through participation in the program do not depend on the amount of brokerage transactions directed to TD Ameritrade. As part of its fiduciary duties to clients, Rowan Financial endeavors at all times to put the interests of its clients first. Clients should be aware, however, that the receipt of economic benefits by Rowan Financial or its related persons in and of itself



creates a potential conflict of interest and may indirectly influence Rowan Financial's choice of TD Ameritrade for custody and brokerage services.

Firm Brochure: Per Section 404.011 of the Pennsylvania Securities Commission code, Rowan Financial must provide all prospective clients with a current copy of the Firm Brochure at least 48 hours in advance of entering into any wealth management contract. If Rowan Financial has not provided the Firm Brochure at least 48 hours in advance, the Client has five business days in which to cancel this agreement without penalty.

Item 13 - Review of Client Accounts:

Your Rowan Financial Advisor reviews each managed portfolio weekly. We monitor the performance of each investment based on how similar investments have performed and recommend changes when necessary.

Item 14 - Client Referrals and Other Compensation:

Currently there are no referral arrangements in place for Rowan Financial LLC.

Item 15 - Custody:

Rowan Financial does not accept custody of client funds except in the instance of withdrawing client fees.

For client accounts in which Rowan Financial directly debits their advisory fee:

- i. Rowan Financial will send a copy of its invoice to the custodian at the same time that it sends the client a copy.
- ii. The custodian will send at least quarterly statements to the client showing all disbursements for the account, including the amount of the advisory fee.
- iii. The client will provide written authorization to Rowan Financial, permitting them to be paid directly for their accounts held by the custodian.

Clients should receive at least quarterly statements from the broker dealer, bank or other qualified custodian that holds and maintains client's investment assets. We urge you to carefully review such statements and compare such official custodial records to the account statements or reports that we may provide to you. Our statements or reports may vary from custodial statements based on accounting procedures, reporting dates, or valuation methodologies of certain securities.



Item 16 - Investment Discretion:

Client gives Advisor the discretion to buy and sell securities to carry out the investment strategy agreed to by Client in the Investment Policy. Written authorization for limited trading discretion is obtained from certain Advisory accounts to purchase and sell securities. This is typically obtained by executing a limited power of attorney agreement between Client and Advisor.

Item 17 - Voting Client Securities:

Rowan Financial LLC does not have nor will it accept the authority to vote client securities.

Item 18 - Financial Information:

No financial conditions exist for Rowan Financial LLC that would impair our ability to meet contractual commitments to our clients. Rowan Financial meets all Balance Sheet and other financial requirements as mandated by the Pennsylvania Securities Commission.

Item 19 - Requirements for State-Registered Advisors:

This section provides information about David E. Rowan, President, Rowan Financial. Please contact us at 484-601-2776 or info@RowanFinancial.com if you have questions about this section.

Additional information about David E. Rowan is available on the Internet at www.adviserinfo.sec.gov.

19.1 Personal Information:

David E. Rowan
PO Box 3284
Bethlehem, PA 18017
484-601-2776

19.2 Educational Background and Business Experience:

The representatives at Rowan Financial LLC have the following minimum educational requirements:

- College Degree
- CERTIFIED FINANCIAL PLANNER™ Professional
- Advisor Law Examination (Series 65)

David E. Rowan, MBA, CFP® - born 1969
President of Rowan Financial LLC
CERTIFIED FINANCIAL PLANNER™ Professional
Series 65 Advisor Law Examination - 2008
Certified Financial Planner Examination - 2007
College for Financial Planning CFP Certification Program - 2007



Lehigh University - MBA with Management of Technology concentration, 2000
The Pennsylvania State University - Bachelor of Science, Chemical Engineering, 1992

Financial Industry Experience:

2010 - Present: President, Rowan Financial LLC
2008 - 2011: Wealth Manager, Roche Financial Partners
2006 - 2007: Wealth Management Internship, Nothelfer Morrone

Non-Financial Industry Experience:

2018 – 2019: Founder, Rowan Real Estate, LLC
2013 – 2017: Co-Founder, Custom Built Life
1993 - 2017: Director, Research & Development, Crayola LLC

19.3 Disciplinary Information:

Mr. Rowan does not currently have, nor has ever had, any disciplinary events related to his work within Rowan Financial, or related to any of his other current or past employers.

19.4 Other Business Activities:

Owner of Rowan Real Estate LLC

Mr. Rowan owns and operates Rowan Real Estate LLC. The company buys, rehabs and sells as well as buys, rehabs and rents various properties. This activity takes 20% of his time.

19.5 Additional Compensation:

Mr. Rowan receives no economic benefit from non-clients for providing advisory services, including but not limited to sales awards and other prizes.

19.6 Supervision:

Mr. Rowan is the president of Rowan Financial. No other advisors or business entities exert a supervisory influence over Mr. Rowan's business activities.

19.7 Other Requirements for State-Registered Advisers:

Mr. Rowan has not been involved in any of the following categories of events:

- An award or otherwise being found liable in an arbitration claim alleging damages in excess of \$2,500.
- An award or otherwise being found liable in a civil, self-regulatory organization or administrative proceeding.
- A bankruptcy petition.