



Part 2A of Form ADV: Firm Brochure

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Rowan Financial LLC

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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 610-615-0600 or [info@RowanFinancial.com](mailto: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](http://www.advisorinfo.sec.gov).

## ITEM 2 – MATERIAL CHANGES

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

Item 4: The advisor has updated the amount of Assets Under Management of the firm.

### 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 the phone number on the cover page of this brochure.

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## ITEM 4 -ADVISORY BUSINESS

### A. ADVISORY HISTORY / OWNERSHIP:

Rowan Financial LLC (“Rowan Financial”) has been in business since 2010. We are 100% owned by David E. Rowan, CFP®, MBA, who is the President of Rowan Financial. Additional information about Mr. Rowan can be found under Item 19 – Requirements for State-Registered Advisors.

### B. TYPES OF SERVICES:

#### **Financial Planning**

To help us develop and implement your financial plan, we get to know you very well. It is important for us to understand what matters most to you; whether that is to transition from a day-job to full time entrepreneurship, invest in real estate, or scale back on a career to have more time for family, friends, interests and passions.

This service involves working one-on-one with your advisor over an extended period of time. You will get continuous access to an advisor who will work with you to design your plan. The advisor will monitor the plan, recommend any changes and ensure the plan is up to date. Financial planning includes access to an advisor via in-person or video-conference meetings, phone calls and email to discuss and obtain advice on all financial-related topics. Core elements of your financial plan typically include Investment Management, Retirement Planning, Tax Planning, Cash Flow Management, Risk Management (Insurance), and Estate Planning. Other elements that will be added on an as-needed basis include Real Estate Planning, Building Your Professional Team, Business Coaching, Career Coaching, Employee Benefits, and Education Planning.

The process begins with establishing your goals and values around money. To give you the most value in the least amount of time, we will also establish and focus on your short-term priorities. You will be required to provide information to help us complete the following areas of analysis including: net worth, cash flow, employee benefits, retirement planning, insurance, investments, college planning and estate planning. Once your information is reviewed, we will build your short-term financial plan and then the findings, analysis and potential changes to your current situation will be reviewed with you. You will receive a report, providing you with a detailed plan designed to achieve your stated short-term financial goals and objectives. If follow up meetings are required, we will meet at your convenience. The plan and your financial situation and goals will be monitored throughout the year and follow-up meetings, phone calls and emails will be utilized to confirm that any agreed upon action steps have been carried out.

As short-term priorities are accomplished, your advisor will suggest additional topics to cover to complete your comprehensive financial plan. 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.

Areas of focus in your short-term and comprehensive financial plan may include:

#### *Investment Management*

Our investment management services may provide information on the types of investment vehicles available, employee retirement plans and/or stock options, investment analysis and strategies, asset selection and portfolio design, as well as assisting you with your investment account if it is maintained at another broker/dealer or custodian.

#### *Retirement Planning*

Retirement planning services typically include projections depicting the likelihood of achieving your financial goals, with financial independence usually the primary objective. For situations where projections show less than the desired results, a recommendation may include showing you the impact on those projections by making changes in certain variables (i.e., working longer, saving more, spending less, taking more risk with investments). If you are near retirement or already retired, advice may be given on appropriate distribution strategies to minimize the likelihood of running out of money or having to adversely alter spending during your retirement years.

#### *Tax Planning Strategies*

Advice may include ways to minimize current and future income taxes as a part of your overall financial planning picture. For example, we may make recommendations on which type of account(s) or specific investments should be owned based in part on their "tax efficiency," with consideration that there is always a possibility of future changes to federal, state or local tax laws and rates that may impact your situation.

#### *Cash Flow and Debt Management*

Advisor will regularly review your income and expenses to determine your current surplus or deficit and advise on options for using surplus, or how to reduce expenses if they exceed your income. Advice may also be given on which debts to pay off in which order. Recommendations may be made regarding how to appropriate cash reserves for emergencies and other financial goals, plus strategies to save desired amounts.

#### *Risk Management (Insurance)*

A risk management review analyzes your exposure to major risks that could have a significant adverse impact on your financial picture, such as premature death, disability, or the need for long-term care planning. Advice may be provided on ways to minimize such risks and about weighing the costs of purchasing insurance versus the potential cost of not.

#### *Estate Planning*

An estate planning review includes providing a checklist of documents that you should have in place, ensuring beneficiary designations are in place on all investment accounts and partnering with qualified legal counsel to implement the more complex aspects of your estate plan.

### *Real Estate Planning*

For those clients who are rental real estate investors, or are considering becoming landlords, we will provide a review the risks involved in rental real estate investing in the context of your total financial picture, as well make recommendations for an asset allocation strategy which takes into account your real estate investments. Our services include incorporating your existing or potential rental properties into your overall cash flow and budget, risk management, retirement and estate plan, which may include making projections and modeling different scenarios. We may also offer general guidelines and best practices for rental property financial management, including cash reserves, insurance planning and property management. Please note – Rowan Financial does not execute real estate property assessments, appraisals, nor any other evaluation as to the current ownership status, lending, liens, or the condition of any real estate property. Rowan Financial does not purchase, sell, or facilitate the purchase or sale of real estate property.

### *Building Your Professional Team*

We will help you identify and vet qualified tax and legal advisors and any other professionals associated with your personal and business finances via our extensive network of over 1,000 nationwide advisors who partner with these individuals to fully serve their clients' best interests.

### *Business Coaching*

We provide coaching services for clients who currently operate their own business, are considering starting a business, or are planning for an exit from their current business. Under this type of engagement, we work with you to assess your current situation, identify your objectives, and develop a plan designed to achieve your goals.

### *Career Coaching*

We provide a variety of career coaching services with particular expertise in technical professionals transitioning into managerial roles. We work with you to identify your career goals and desired work/life balance and develop a plan designed to achieve your goals.

### *Employee Benefits*

We will provide feedback and analysis as to whether you are taking the full advantage of your employee benefit programs. If you are a business owner, we will consider and/or recommend the various benefit programs that can be structured to meet both business and personal retirement goals.

### *Education Planning*

College funding advice may include analyzing how much will be needed to achieve successful education funding goals, along with savings strategies and the “pros-and-cons” of various college savings vehicles that are available.

### **Investment Management**

We provide services that are customized to meet your needs. At Rowan Financial we work with you to make sure that your investment portfolio is tailored to both your short- and long-term goals and stated risk tolerance.

Our investment management services may provide information on the types of investment vehicles available, employee retirement plans and/or stock options, investment analysis and strategies, asset selection and portfolio design, as well as assisting you with your investment account if it is maintained at another broker/dealer or custodian.

### **“Ask Me Anything” Sessions**

“Ask Me Anything” Sessions consist of a subset of services covered within Financial Planning. These sessions can be utilized to augment Investment Management services or on a stand-alone basis. Specifically, an “Ask Me Anything” Session covers topics of a client’s choosing in a single 90-minute meeting, as well as 14 days of email follow-up to answer any questions not covered by the meeting.

### **C. ASSETS UNDER MANAGEMENT:**

As of December 31, 2020, Rowan Financial had a total of \$9,212,759 in Assets Under Management which consisted of \$8,380,919 in discretionary and \$831,840 in non-discretionary Assets Under Management.

## **ITEM 5 – FEES AND COMPENSATION**

Rowan Financial is a fee-only advisory practice.

### **Financial Planning**

The fee structure for Financial Planning services is defined by the total Assets Under Management (“AUM”) for the client. AUM is defined as the total assets being managed including accounts directly managed by Rowan Financial as well as 401k accounts, employee retirement accounts and accounts with outside custodians that are indirectly managed by Rowan Financial.

For clients with less than \$250,000 in AUM, the fee for Financial Planning is \$200 per month, paid monthly in advance, with a four month or \$800 minimum. Fees for this service may be paid by electronic funds transfer or check. This monthly subscription service may be terminated with 30 days’ notice. No refund will be due upon termination.

Clients that have more than \$250,000 in AUM will pay a flat 1.00% AUM fee, payable in four equal quarterly installments of 0.25% each in advance. The quarterly fee will be deducted directly from the client’s brokerage account.

Clients with more than \$250,000 in AUM can terminate this service with 30 days’ notice. Since fees are paid quarterly in advance, Rowan Financial will refund any unused quarterly fee on a prorated basis upon termination. This refund will be issued within 30 days of contract termination.

### **Investment Management**

For Investment Management, this fee is calculated as a percentage of Total AUM by Rowan Financial, including 401k accounts, employee retirement accounts and accounts with outside custodians. Clients

will pay a flat 1.00% of AUM fee, payable in four equal quarterly installments of 0.25% each in advance. The quarterly fee will be deducted directly from the client's brokerage account.

Investment Management 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.

### **Other Types of Fees and Expenses**

Our fees are exclusive of brokerage commissions, transaction fees, and other related costs and expenses which may be incurred by the Client. Clients may incur certain charges imposed by custodians, brokers, and other third parties such as custodial fees, deferred sales charges, odd-lot differentials, transfer taxes, wire transfer, and electronic fund fees, and other fees and taxes on brokerage accounts and securities transactions. Mutual fund and exchange-traded funds also charge internal management fees, which are disclosed in a fund's prospectus. Such charges, fees, and commissions are exclusive of and in addition to our fee, and we shall not receive any portion of these commissions, fees, and costs.

Item 12 further describes the factors that we consider in selecting or recommending broker-dealers for Client's transactions and determining the reasonableness of their compensation.

We do not accept compensation for the sale of securities or other investment products including asset-based sales charges or service fees from the sale of mutual funds.

## **ITEM 6 – PERFORMANCE-BASED FEES AND SIDE-BY-SIDE MANAGEMENT**

The Advisor does not charge any performance-based fees (fees based on a share of capital gains on or capital appreciation of the assets of a client).

## **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 a few areas:

- Real estate investors
- Professionals with a side-business or who want to start a side business.
- Individuals near retirement or those wanting to pursue an encore career.
- Small business owners.

The firm does not have a stated minimum assets under management requirement for new clients.



## ITEM 8 – METHODS OF ANALYSIS, INVESTMENT STRATEGIES AND RISK OF LOSS

### A. Methods of Analysis and Investment Strategies

#### *Methods of Analysis*

Rowan Financial's methods of analysis include modern portfolio theory.

**Modern portfolio theory** is a theory of investment that attempts to maximize portfolio expected return for a given amount of portfolio risk, or equivalently minimize risk for a given level of expected return, each by carefully choosing the proportions of various asset.

#### *Investment Strategies*

Rowan Financial uses long term trading, short term trading and margin transactions.

**Investing in securities involves a risk of loss that you, as a client, should be prepared to bear.**

### B. Material Risks Involved

#### *Methods of Analysis*

**Modern Portfolio Theory** assumes that investors are risk adverse, meaning that given two portfolios that offer the same expected return, investors will prefer the less risky one. Thus, an investor will take on increased risk only if compensated by higher expected returns. Conversely, an investor who wants higher expected returns must accept more risk. The exact trade-off will be the same for all investors, but different investors will evaluate the trade-off differently based on individual risk aversion characteristics. The implication is that a rational investor will not invest in a portfolio if a second portfolio exists with a more favorable risk-expected return profile – i.e., if for that level of risk an alternative portfolio exists which has better expected returns.

#### *Investment Strategies*

Rowan Financial's use of margin transactions generally holds greater risk, and clients should be aware that there is a material risk of loss using any of those strategies.

**Long term trading** is designed to capture market rates of both return and risk. Due to its nature, the long-term investment strategy can expose clients to various types of risk that will typically surface at various intervals during the time the client owns the investments. These risks include but are not limited to inflation (purchasing power) risk, interest rate risk, economic risk, market risk, and political/regulatory risk.

**Short term trading** risks include liquidity, economic stability, and inflation, in addition to the long term trading risks listed above. Frequent trading can affect investment performance, particularly through increased brokerage and other transaction costs and taxes. 15

**Margin transactions** use leverage that is borrowed from a brokerage firm as collateral. When losses occur, the value of the margin account may fall below the brokerage firm's threshold thereby triggering a

margin call. This may force the account holder to either allocate more funds to the account or sell assets on a shorter time frame than desired.

**Investing in securities involves a risk of loss that you, as a client, should be prepared to bear.**

### C. Risks of Specific Securities Utilized

Rowan Financial's use of margin transactions generally holds greater risk of capital loss. Clients should be aware that there is a material risk of loss using any investment strategy. The investment types listed below (leaving aside Treasury Inflation Protected/Inflation Linked Bonds) are not guaranteed or insured by the FDIC or any other government agency.

**Mutual Funds:** Investing in mutual funds carries the risk of capital loss and thus you may lose money investing in mutual funds. All mutual funds have costs that lower investment returns. The funds can be of bond "fixed income" nature (lower risk) or stock "equity" nature.

**Equity** investment generally refers to buying shares of stocks in return for receiving a future payment of dividends and/or capital gains if the value of the stock increases. The value of equity securities may fluctuate in response to specific situations for each company, industry conditions and the general economic environments.

**Fixed income** investments generally pay a return on a fixed schedule, though the amount of the payments can vary. This type of investment can include corporate and government debt securities, leveraged loans, high yield, and investment grade debt and structured products, such as mortgage and other asset-backed securities, although individual bonds may be the best known type of fixed income security. In general, the fixed income market is volatile and fixed income securities carry interest rate risk. (As interest rates rise, bond prices usually fall, and vice versa. This effect is usually more pronounced for longer-term securities.) Fixed income securities also carry inflation risk, liquidity risk, call risk, and credit and default risks for both issuers and counterparties. The risk of default on treasury inflation protected/inflation linked bonds is dependent upon the U.S. Treasury defaulting (extremely unlikely); however, they carry a potential risk of losing share price value, albeit rather minimal. Risks of investing in foreign fixed income securities also include the general risk of non-U.S. investing described below.

**Exchange Traded Funds (ETFs):** An ETF is an investment fund traded on stock exchanges, similar to stocks. Investing in ETFs carries the risk of capital loss (sometimes up to a 100% loss in the case of a stock holding bankruptcy). Areas of concern include the lack of transparency in products and increasing complexity, conflicts of interest and the possibility of inadequate regulatory compliance. Precious Metal ETFs (e.g., Gold, Silver, or Palladium Bullion backed "electronic shares" not physical metal) specifically may be negatively impacted by several unique factors, among them (1) large sales by the official sector which own a significant portion of aggregate world holdings in gold and other precious metals, (2) a significant increase in hedging activities by producers of gold or other precious metals, (3) a significant change in the attitude of speculators and investors. 16

**Real Estate** funds (including REITs) face several kinds of risk that are inherent in the real estate sector, which historically has experienced significant fluctuations and cycles in performance. Revenues and cash flows may be adversely affected by: changes in local real estate market conditions due to changes in national or local economic conditions or changes in local property market characteristics; competition from other properties offering the same or similar services; changes in interest rates and in the state of

the debt and equity credit markets; the ongoing need for capital improvements; changes in real estate tax rates and other operating expenses; adverse changes in governmental rules and fiscal policies; adverse changes in zoning laws; the impact of present or future environmental legislation and compliance with environmental laws.

**Annuities** are a retirement product for those who may have the ability to pay a premium now and want to guarantee they receive certain monthly payments or a return on investment later in the future. Annuities are contracts issued by a life insurance company designed to meet requirement or other long-term goals. An annuity is not a life insurance policy. Variable annuities are designed to be long-term investments, to meet retirement and other long-range goals. Variable annuities are not suitable for meeting short-term goals because substantial taxes and insurance company charges may apply if you withdraw your money early. Variable annuities also involve investment risks; just as mutual funds do.

**Private placements** carry a substantial risk as they are subject to less regulation than are publicly offered securities, the market to resell these assets under applicable securities laws may be illiquid, due to restrictions, and the liquidation may be taken at a substantial discount to the underlying value or result in the entire loss of the value of such assets.

**Venture capital funds** invest in start-up companies at an early stage of development in the interest of generating a return through an eventual realization event; the risk is high as a result of the uncertainty involved at that stage of development.

**Commodities** are tangible assets used to manufacture and produce goods or services. Commodity prices are affected by different risk factors, such as disease, storage capacity, supply, demand, delivery constraints and weather. Because of those risk factors, even a well-diversified investment in commodities can be uncertain.

**Non-U.S. securities** present certain risks such as currency fluctuation, political and economic change, social unrest, changes in government regulation, differences in accounting and the lesser degree of accurate public information available.

**Past performance is not indicative of future results. Investing in securities involves a risk of loss that you, as a client, should be prepared to bear.**

## ITEM 9 -DISCIPLINARY INFORMATION

Registered investment advisors are required to disclose all material facts regarding any legal or disciplinary events within the past 10-years that would be material to your evaluation of the Advisor or the integrity of its management.

Rowan Financial, LLC and its owner have no information applicable to this Item because they have never been the subject of any administrative, civil, criminal, regulatory (SEC or State) or self-regulatory proceedings.

## ITEM 10 – OTHER FINANCIAL INDUSTRY ACTIVITIES AND AFFILIATIONS

### A. BROKER-DEALER AFFILIATIONS

The Advisor is not affiliated with a broker-dealer.

### B. INSURANCE AFFILIATIONS

The Advisor is not affiliated with an insurance brokerage.

### C. FUTURES/COMMODITIES FIRM AFFILIATION

The Advisor is not affiliated with a futures or commodities broker.

## ITEM 11 – CODE OF ETHICS, PARTICIPATION OR INTEREST IN CLIENT TRANSACTIONS AND PERSONAL TRADING

### **Code of Ethics**

The Advisor's Code of Ethics establishes ideals for ethical conduct upon fundamental principles of openness, integrity, honesty, and trust. The Advisor will provide a copy of its Code of Ethics to any client or prospective client upon request.

The Advisor's Code of Ethics covers all supervised persons and it describes its high standard of business conduct, and fiduciary duty to its clients. The Code of Ethics includes provisions relating to the confidentiality of client information, a prohibition on insider trading, a prohibition of rumor mongering, restrictions on the acceptance of significant gifts and the reporting of certain gifts and business entertainment items, and personal securities trading procedures, among other things. All supervised persons at the Advisor must acknowledge the terms of the Code of Ethics annually, or as amended.

### **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

### A. PERIODIC REVIEWS

Rowan Financial will review client accounts on at least a semi-annual basis. They also attempt to meet with each client in person, by video conference or by telephone annually.

### B. OTHER REVIEWS

Reviews may also be triggered by events within client's lives, as well as pertinent news events, changes in federal and state regulatory or tax regimes, and overall economic events.

### C. REPORTS

Financial Planning clients receive a written report at the conclusion of the financial planning engagement.

All clients with accounts directly managed by Rowan Financial will receive account statements from the custodian of their accounts at least quarterly, although monthly is customary

## 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 the phone number listed on the cover of this brochure or [info@RowanFinancial.com](mailto: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](http://www.adviserinfo.sec.gov).

### ***19.1 Personal Information:***

David E. Rowan

1 E Broad Street

Ste 130 – 1060

Bethlehem, PA 18018

610-615-0600

### ***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 – Present: Founder, Rowan Real Estate, LLC

2019 – Present: Co-Founder, We Buy Lehigh Valley Homes, LLC

2020 – Present: Co-Founder, Allentown Affordable Housing, 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 several real estate development companies. These companies buy, rehab and rent or sell various properties. This activity takes 33% 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.