

CENTENNIAL WEALTH ADVISORY, LLC

FORM ADV PART 2B INDIVIDUAL DISCLOSURE BROCHURE

for

**MICHAEL D. REESE, CFP®
PRESIDENT**

This Brochure provides information about Michael D. Reese, CFP® that supplements the Centennial Wealth Advisory, LLC (“Centennial Wealth Advisory”) Brochure. Please contact the office of Centennial Wealth Advisory via the contact information listed below if you did not receive Centennial Wealth Advisory’s Brochure or if you have any questions about the contents of this supplement. The information in this Brochure has not been approved or verified by the State of Michigan’s Department of Licensing and Regulatory Affairs or the United States Securities and Exchange Commission (“SEC”). Registration does not imply a certain level of skill or training. Additional information about Centennial Wealth Advisory and Michael Reese, CFP® is available on the SEC’s website at www.adviserinfo.sec.gov.

Michael Reese’s CRD number is: 2652756

**701 Third Street
Traverse City, MI 49684
(231) 995-9575
info@cen-wealth.com**

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ITEM 2: EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE

MICHAEL D. REESE, CFP®
MANAGING MEMBER

Year of Birth: 1964

Designations, Licensing and Examinations:

Examinations taken: Series 6,7, and 24 (*inactive-fee based firm*)

Examinations taken: Series 63 and Series 65

Insurance Licensed – State of Michigan and appropriate jurisdictions

Certified Financial Planner™ (CFP®)

Chartered Life Underwriter® (CLU®)

Chartered Financial Consultant® (ChFC®)

Secondary Education:

University of Missouri – St Louis, MI

BS/BA in Finance (1995)

Business:

Reap Financial Group, LLC, Austin, TX

Investment Adviser Representative

Registered Investment Advisor 11/2013 – 04/2014

Retiring Well Productions, Traverse City, MI

Member

12/2011 – Present

Copper Leaf Publishing, Traverse City, MI

Member

12/2007 – Present

Centennial Wealth Advisory LLC, Traverse City, MI

Managing Member and Chief Compliance Officer

Registered Investment Advisor 11/2006 – Present

Michael D. Reese, Austin, TX

Independent Insurance Agent

Insurance Agent 06/1995 – Present

CWA Financial

Owner & Insurance Agent 01/2018 – Present

Geneos Wealth Management, Traverse City, MI

Registered Representative

Broker/Dealer 05/2003 – 08/2006

Commonwealth Financial Network, Traverse City, MI
Registered Representative
Broker/Dealer 07/2001 – 05/2003

Northwestern Mutual Investment Services, Traverse City, MI
Registered Representative
Broker/Dealer 08/1995 – 08/2001

Item 3: Disciplinary Information

Michael Reese has no record of legal or disciplinary events. His registration records contain no information that would be material to a client's or prospective client's evaluation of Mr. Reese or the integrity of his practice.

Mr. Reese has not been involved in any issues involving criminal or civil actions; administrative proceedings before the SEC or any other federal, state or foreign regulatory authorities. Mr. Reese has also not been involved in any self-regulatory organization proceedings or arbitrations.

Disclosure background on Advisory Representative can be located via the SEC's website at www.adviserinfo.sec.gov.

MICHAEL D. REESE, CFP®
(Continued)

Items 4 & 5: Other Business Activities And Additional Compensation

Other than salary, Michael Reese does not receive any economic benefit from any person, company or organization, either directly or indirectly, in exchange for providing clients with advisory services through Centennial Wealth Advisory.

Michael Reese, CFP® is an independently licensed insurance agent. From time to time, he will offer clients advice or products from those activities. Clients should be aware that these services pay a commission and involve a conflict of interest, as commissionable products conflict with the fiduciary duties of a registered investment adviser. Centennial Wealth Advisory always acts in the best interest of the client, including with respect to the sale of commissionable products to advisory clients. Clients are in no way required to implement the plan through any representative of Centennial Wealth Advisory in such individual's outside capacities.

Every Saturday morning at 9AM on *The Michael Reese Show*, Mr. Reese engages in general financial planning and investment discussions via a local television affiliate.

Mr. Reese is also engaged in public speaking and authors articles and books. Mr. Reese operates Copperleaf Publishing, a private publishing entity. The time spent on these activities may vary throughout the year but may account for up to 10% of his time. Mr. Reese is often engaged to speak at various industry events. In particular, Mr. Reese speaks approximately 5 times per year at Advisor's Excel's IRA College where he is involved in the coaching and educational development of other financial advisors.

Item 6: Supervision

As the Managing Member of Centennial Wealth Advisory, Michael Reese works closely with the supervisor, Arthur R. Canfield III, and all advice provided to clients is reviewed by the supervisor prior to implementation. Michael Reese adheres to applicable regulations regarding the activities of an Investment Adviser Representative, together with all policies and procedures outlined in the firm's code of ethics and compliance manual. Arthur R. Canfield III's phone number is (231) 995-9575.

(Please see the continuation page for information about designations)

CENTENNIAL WEALTH ADVISORY, LLC FORM ADV PART 2B

SUPPLEMENTAL INFORMATION REGARDING PROFESSIONAL DESIGNATIONS HELD BY CENTENNIAL WEALTH ADVISORY'S REGISTERED PERSONNEL

INFORMATION ABOUT THE CFP® DESIGNATION

The Certified Financial Planner™ (CFP®) certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold the certification. It is recognized in the United States (U.S.) and a number of other countries for its:

- 1) high standard of professional education;
- 2) stringent code of conduct and standards of practice; and
- 3) ethical requirements that govern professional engagements with clients.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- ❖ Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board's studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor's Degree from a regionally accredited U.S. college or university (or its equivalent from a foreign university). CFP Board's financial planning subject areas include insurance planning and risk

management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;

- ❖ Examination – Pass the comprehensive CFP® Certification Examination. The examination, administered in 10 hours over a two-day period, includes case studies and client scenarios designed to test one’s ability to correctly diagnose financial planning issues and apply one’s knowledge of financial planning to real world circumstances;
- ❖ Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- ❖ Ethics – Agree to be bound by CFP Board’s *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- ❖ Continuing Education – Complete 30 hours of continuing education hours every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and
- ❖ Ethics – Renew an agreement to be bound by the *Standards of Professional Conduct*. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

❖ CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board’s enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

Note: The Certified Financial Planner™, CFP® and federally registered CFP (with flame design) marks (collectively, the “CFP® marks”) are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. (“CFP Board”).