



Brandon J. Collier, CFP[®], CRPC

Collier Financial, Inc.

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Form ADV, Part 2B

April 1, 2022

The Brochure Supplement provides information about Brandon J. Collier (CRD# 4848028) that supplements Collier Financial, Inc.'s Brochure. You should have received a copy of the Brochure. Please contact Brandon Collier, Chief Compliance Officer, if you did not receive Collier Financial brochure or if you have any questions about the contents of this supplement.

Additional information about Brandon Collier is available on the SEC's website at www.adviserinfo.sec.gov.

ITEM 2 - EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE

Brandon J. Collier, CFP[®], CRPC

Born: 1980

Post-Secondary Education:

University of Kansas, Lawrence, KS- Bachelors, Graduated 2003

Insurance Licenses in Life and Variable

Chartered Retirement Planning Counselor – (CRPC)* 03/2006

Certified Financial Planner – (CFP)** 08/2015

Recent Business Experience:

Collier Financial, Owner/Financial Advisor, August 2004 to Present

LPL Financial, Registered Representative, August 2004 to Present

*** Chartered Retirement Planning Counselor – (CRPC)**

The CRPC program is developed with a focus on client-centered problem solving. Applicants gain in-depth knowledge of individuals' needs both before and after retirement. The study program to become a CRPC covers the entire retirement planning process, including meeting multiple financial objectives, sources of retirement income, personal savings, employer-sponsored retirement plans, income taxes, retirement cash flow, asset management, estate planning and more. This professional designation awarded by the College for Financial Planning to individuals who complete a study program and pass a final multiple-choice examination. Every two years, CRPC professionals must complete 16 hours of continuing education.

****Certified Financial Planner (CFP[®]) Designation**

I am certified for financial planning services in the United States by Certified Financial Planner Board of Standards, Inc. ("CFP Board"). Therefore, I may refer to myself as a CERTIFIED FINANCIAL PLANNER[™] professional or a CFP[®] professional, and I may use these and CFP Board's other certification marks (the "CFP Board Certification Marks"). The CFP[®] certification is voluntary. No federal or state law or regulation requires financial planners to hold the CFP[®] certification. You may find more information about the CFP[®] certification at www.cfp.net. CFP[®] professionals have met CFP Board's high standards for education, examination, experience, and ethics. To become a CFP[®] professional, an individual must fulfill the following requirements:

- **Education** – Earn a bachelor's degree or higher from an accredited college or university and complete CFP Board-approved coursework at a college or university through a CFP Board Registered Program. The coursework covers the financial planning subject areas CFP Board has determined are necessary for the competent and professional delivery of financial planning services, as well as a comprehensive financial plan development capstone course. A candidate may satisfy some of the coursework requirement through other qualifying credentials.
- **Examination** – Pass the comprehensive CFP[®] Certification Examination. The examination is designed to assess an individual's ability to integrate and apply a broad base of financial planning knowledge in the context of real-life financial planning situations.
- **Experience** – Complete 6,000 hours of professional experience related to the personal financial planning process, or 4,000 hours of apprenticeship experience that meets additional requirements.
- **Ethics** – Satisfy the Fitness Standards for Candidates for CFP[®] Certification and Former CFP[®] Professionals Seeking Reinstatement and agree to be bound by CFP Board's Code of Ethics and Standards of Conduct ("Code and Standards"), which sets forth the ethical and practice standards for CFP[®] professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements to remain certified and maintain the right to continue to use the CFP Board Certification Marks:

- **Ethics** – Commit to complying with CFP Board’s Code and Standards. This includes a commitment to CFP Board, as part of the certification, to act as a fiduciary, and therefore, act in the best interests of the client, at all times when providing financial advice and financial planning. CFP Board may sanction a CFP® professional who does not abide by this commitment, but CFP Board does not guarantee a CFP® professional’s services. A client who seeks a similar commitment should obtain a written engagement that includes a fiduciary obligation to the client.
- **Continuing Education** – Complete 30 hours of continuing education every two years to maintain competence, demonstrate specified levels of knowledge, skills, and abilities, and keep up with developments in financial planning. Two of the hours must address the Code and Standards.

ITEM 3 - DISCIPLINARY INFORMATION

Mr. Collier has no history of legal or disciplinary events.

ITEM 4 - OTHER BUSINESS ACTIVITIES

Mr. Collier holds an insurance license to sell limited insurance products. It is anticipated that a small portion, less than (10%) of his time, will be spent providing these insurance products. He may receive compensation from selling insurance products and therefore receive economic benefit for this activity. This activity creates a conflict of interest with clients. However, since this activity represents less than 10% of his time and income, it is presumed not to be substantial, but he will at all times act in the best interest of his clients and act as a fiduciary in carrying out services to clients.

Mr. Collier is a registered representative of LPL Financial (“LPL”), a securities broker/dealer, and a member of the Financial Industry Regulatory Authority, Inc. (“FINRA”) and an investment adviser registered with the State of Colorado.

As a broker-dealer, LPL engages in a broad range of activities normally associated with securities brokerage firms. Pursuant to the investment advice given by Mr. Collier, investments in securities will be recommended for you. If LPL is selected as the broker-dealer, it will affect transactions in securities for you, a client of Collier Financial and Mr. Collier. By serving as the broker-dealer, LPL and Mr. Collier will receive commissions for executing securities transactions.

You are advised that if LPL is selected as the broker-dealer, the transaction charges may be higher or lower than the charges you may pay if the transactions were executed at other broker-dealers. You should note, however, that you have the right to not purchase securities through Mr. Collier, Collier Financial or LPL.

Mr. Collier will provide advice regarding investment company securities. You should be aware that, in addition to the advisory fees paid by you, each investment company also charges its own separate investment advisory fees and other expenses (internal management fees). In addition, you should be aware that mutual funds may be purchased separately independent of the investment management services of Collier Financial.

Mr. Collier, in his capacity as registered representatives of LPL, or as agents appointed with various life, disability or other insurance companies, receives commissions, 12(b) -1 fees, trails, or other compensation from the respective product sponsors and/or as a result of effecting securities transactions for you. However, you should note that you have the

right to not purchase any investment products through Mr. Collier. On any advisory accounts through Collier Financial, Mr. Collier will not receive any other compensation.

ITEM 5 - ADDITIONAL COMPENSATION

Brandon Collier does not receive any economic benefit for providing advisory services beyond the scope of Collier Financial and business activities listed in Item 4.

ITEM 6 - SUPERVISION

Mr. Collier adheres to a compliance program designed to prevent and detect violations of the federal and state securities laws. Supervision of the firm and its representatives is conducted by the Chief Compliance Officer, Brandon Collier, who is responsible for administering the policies and procedures. Brandon Collier reviews those policies and procedures annually for their adequacy and the effectiveness of their implementation. All policies and procedures of the firm are followed.

Brandon Collier contact information:

Chief Compliance Officer
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303-741-5040