

*This brochure supplement provides information about Roy Larsen that supplements the Larsen Wealth Management, LLC brochure. You should have received a copy of that brochure. Please contact Roy Larsen if you did not receive Larsen Wealth Management, LLC's brochure or if you have any questions about the contents of this supplement.*

*Additional information about Roy Larsen is also available on the SEC's website*

# **Larsen Wealth Management, LLC**

**Form ADV Part 2B – Individual Disclosure Brochure**

*for*

## **Roy Larsen**

Personal CRD Number: 4241890

Investment Adviser Representative

Larsen Wealth Management, LLC  
2690 Pass Circle  
Gainesville, GA 30506  
(678) 696-8755  
roylarsen@investinretirement.net

UPDATED: 03/2025

## Item 2: Educational Background and Business Experience

**Name:** Roy Larsen

**Born:** 1962

### **Educational Background and Professional Designations:**

#### **Education:**

BBA Marketing, Temple University - 1984

#### **Designations:**

##### **CFP® - Certified Financial Planner**

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”).

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States 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. Currently, more than 62,000 individuals have obtained CFP® certification in the United States.

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 United States 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:

- i. 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
- ii. 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.

### **Business Background:**

11/2013 - Present	Investment Adviser Representative Larsen Wealth Management, LLC
02/2006 – 11/2013	President/Registered Representative LPL Financial LLC (D/B/A Larsen Wealth Management, LLC)
06/2000 - 02/2006	Financial Consultant A.G. Edwards & Sons, Inc

### **Item 3: Disciplinary Information**

There are no legal or disciplinary events that are material to a client’s or prospective client’s evaluation of this advisory business.

### **Item 4: Other Business Activities**

None.

## Item 5: Additional Compensation

Other than salary, annual bonuses, or regular bonuses, Roy Larsen does not receive any economic benefit from any person, company, or organization, in exchange for providing clients advisory services through Larsen Wealth Management, LLC.

## Item 6: Supervision

As the only owner and representative of Larsen Wealth Management, LLC, Roy Larsen supervises all activities of the firm. Roy Larsen's response information is on the cover page of this disclosure document.

## Item 7: Requirements For State Registered Advisers

*This disclosure is required by Georgia securities authorities and is provided for your use in evaluating this investment advisor representative's suitability.*

- A. Roy Larsen has **NOT** been involved in any of the events listed below.
1. An award or otherwise being found liable in an arbitration claim alleging damages in excess of \$2,500, involving any of the following:
    - a) an investment or an investment-related business or activity;
    - b) fraud, false statement(s), or omissions;
    - c) theft, embezzlement, or other wrongful taking of property;
    - d) bribery, forgery, counterfeiting, or extortion; or
    - e) dishonest, unfair, or unethical practices.
  2. An award or otherwise being found liable in a civil, self-regulatory organization, or administrative proceeding involving any of the following:
    - a) an investment or an investment-related business or activity;
    - b) fraud, false statement(s), or omissions;
    - c) theft, embezzlement, or other wrongful taking of property;
    - d) bribery, forgery, counterfeiting, or extortion; or
    - e) dishonest, unfair, or unethical practices.
- B. Roy Larsen has **NOT** been the subject of a bankruptcy petition in the past ten years.