

William Mark Farrell, CFP®

This brochure provides supplemental information about William Mark Farrell. This supplements the NWAM, LLC dba Northwest Asset Management ADV Part 2A brochure, which should have also been provided to you. Please contact us at 206.838.3680 or by email at info@nwasset.com if you have any questions or wish to request a copy of the ADV Part 2A brochure.

Additional information about NWAM, LLC dba Northwest Asset Management is also available at the SEC's website www.adviserinfo.sec.gov (select "investment adviser firm" and type in our firm name). Results will provide you both Part 1 and 2 of our Form ADV.

ITEM 1 – COVER PAGE BROCHURE ADV PART 2B

June 9, 2023

Individual CRD# 4409922
NWAM, LLC dba Northwest Asset Management
2835 82nd Ave SE, Suite 100, Mercer Island, WA 98040
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(502) 377-0126
www.nwasset.com

ITEM 2 – EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE

William Mark Farrell

Year Born: 1980

Educational Background:

Bachelor of Science in Business Management with emphasis in Finance, University of NC - Wilmington, 2002

Business Background:

08/2021 – Present: *Investment Advisor Representative*, NWAM, LLC dba Northwest Asset Management

08/2015 – 08/2021: *Private Wealth Advisor*, Ronald Blue & Co.

09/2011 – 08/2015: *Financial Advisor*, Ronald Blue & Co.

03/2009 – 08/2011: *Financial Planner*, Ronald Blue & Co.

Professional Designations:

CERTIFIED FINANCIAL PLANNER™ (CFP®)

Explanation of Designations:

CFP®: CERTIFIED FINANCIAL PLANNER™

The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered professional certification marks (collectively, the “CFP® marks”) granted by 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 a CFP® certification.

To attain the right to use the CFP® designation, 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 as of January 2007, 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 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 ongoing education and ethics requirements to maintain the right to continue to use the CFP® marks.

This requires 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 renewal of 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.

ITEM 3 – DISCIPLINARY INFORMATION

William Mark Farrell has no legal or disciplinary events that are material to you or a prospective client's evaluation of this advisory business.

ITEM 4 – OTHER BUSINESS ACTIVITIES

The principal business of William Mark Farrell is that of investment advisor representative and provider of financial planning services. Mr. Farrell has no other reportable business activities.

ITEM 5 – ADDITIONAL COMPENSATION

Other than work with NWAM, LLC dba Northwest Asset Management and any disclosures made in Items 2 and 4 above, William Mark Farrell receives no additional compensation related to outside business activities.

ITEM 6 – SUPERVISION

William Mark Farrell is not a supervising authority at NWAM, LLC dba Northwest Asset Management but does work closely with and is monitored by the supervising member of the firm. The supervising member is Gregory A. Headrick, who remains aware of and keeps us in compliance with the current rules and regulations put forth by each ruling regulatory authority where we conduct our business.

Gregory A. Headrick is located at 2835 82nd Avenue SE, Suite 100, Mercer Island, Washington 98040 and can be reached by calling (206) 838-3680.