

**ITEM 1 COVER PAGE**

Form ADV Part 2B Brochure



**Michael John Falco**

**Falco Wealth Planning, LLC**

**dba**

**Falco Wealth Management**

CRD# 1157668

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<http://falcowealth.com>

*This brochure supplement provides clients with information about Michael John Falco that supplements the Falco Wealth Planning, LLC disclosure brochure. You should have received a copy of the Falco Wealth Planning, LLC disclosure brochure. Please contact Michael John Falco Jr., Chief Compliance Officer of Falco Wealth Planning, LLC, at (610) 640-5822 if you did not receive a copy of the Falco Wealth Planning, LLC disclosure brochure or if you have any questions about the contents of this brochure supplement. Additional information about Michael John Falco is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).*

## ***ITEM 2 - EDUCATION BACKGROUND AND BUSINESS EXPERIENCE***

Michael John Falco, CPA

Born: 1955

CRD: 1157668

### ***Educational Background***

St. Joseph's University, Philadelphia, PA: Bachelor of Science, 1982

### ***Business Experience***

- Falco Wealth Management, Paoli, PA: Owner, 01/1993 - Present
- Falco Wealth Planning, LLC, Paoli, PA: President/ Investment Advisor Representative, 05/2024 - Present
- Virtue Capital Management, LLC, Brentwood, TN: Investment Advisor Rep, 04/2018-05/2024
- Horter Investment Management, Cincinnati, OH: Investment Advisor Rep, 02/2015 - 04/2018
- Brokers International Financial Services, Panora, IA: Registered Rep, 07/2009 - 12/2014

### ***Professional Designations***

#### **Certified Public Accountant (CPA), 1985**

The Certified Public Accountant (CPA) is a professional designation awarded by the state of Pennsylvania residency's Board of Accountancy. Pennsylvania requires candidates to complete one year (1600 hours) of accounting experience that a licensed CPA verifies. Candidates must have a bachelor's degree from an accredited institution with at least 150 hours of credit, and 24 credits must focus on accounting. Candidates must sit for and pass a proctored Uniform CPA exam offered directly through the National Association of State Boards of Accountancy's CPA examination services. The Pennsylvania State Board of Accountancy requires designated professionals to complete 80 hours of continuing education in qualifying programs every two years, with a minimum of 20 credit hours being taken in one year.

## ***ITEM 3 - DISCIPLINARY INFORMATION***

Mr. Falco has no legal or disciplinary events to disclose

## ***ITEM 4 - OTHER BUSINESS ACTIVITIES***

Michael John Falco owns Falco Wealth Management, LLC, selling insurance and annuities and providing tax preparation services.

### ***Insurance Agent***

Michael John Falco is independently licensed to sell insurance and annuity products through various insurance companies. When acting in this capacity, Mr. Falco will receive commissions for selling insurance and annuity products. Mr. Falco may also receive other incentive awards for the recommendation/sale of annuities and other insurance products. The receipt of compensation and other incentive benefits presents a conflict of interest. While Mr. Falco always endeavors to put the interest of his clients first as a part of Falco Wealth Planning's overall fiduciary duty to clients, clients should be aware that the receipt of commissions and additional compensation creates a conflict of interest.

### ***Tax Preparation***

Michael John Falco is a practicing Certified Public Accountant (CPA) and owns a tax preparation practice. In this capacity, Mr. Falco sometimes prepares tax returns for clients of Falco Wealth. Fees for tax preparation and other tax services with Mr. Falco are separate from those fees for advisory services through Falco Wealth Planning. Clients of Falco Wealth are under no obligation to use the tax preparation services offered by Mr. Falco.

## ***ITEM 5 - ADDITIONAL COMPENSATION***

During the financial planning process, Falco Wealth may identify insurance needs. Michael John Falco is separately licensed as an independent insurance agent. As such, Mr. Falco may conduct insurance product transactions for Falco Wealth clients as a licensed insurance agent and will receive customary commissions for these transactions in addition to any compensation received from investment advisory and financial planning fees received as an Investment Advisor Representative of Falco Wealth Planning. Commissions from the sale of insurance products will not be used to offset or as a credit against advisory fees. Falco Wealth, therefore, has an incentive to recommend insurance products based on the compensation to be received rather than on a client's needs. The receipt of additional fees for insurance commissions is, therefore, a conflict of interest, and clients should be aware of this conflict when considering whether to engage Falco Wealth to implement any insurance recommendations. Falco Wealth attempts to mitigate this conflict of interest by disclosing the conflict to clients and informing them that they are always free to purchase insurance products through other agents not affiliated with Falco Wealth or to determine not to purchase the insurance product at all. Falco Wealth also attempts to mitigate the conflict of interest by requiring employees to acknowledge in the firm's Code of Ethics their fiduciary duty to the clients of Falco Wealth Planning, which requires that employees put clients' interests ahead of their own. Clients are not obligated to purchase insurance products through Falco Wealth; however, you will not benefit from our advice and other services when purchasing these products elsewhere.

From time to time, Mr. Falco may receive reimbursement for travel expenses from distributors of insurance products. Travel expense reimbursements are typically a result of attendance at a due diligence meeting or practice management training hosted by insurance product sponsors. Mr. Falco also receives complementary support from insurance product sponsors for branding, graphic design, website design and maintenance, and marketing. Although receipt of these benefits is not predicated upon specific sales quotas, the support is typically made by those sponsors for whom sales have been made or for whom it is anticipated sales will be made. Distributors of certain insurance products may offer incentives or awards upon meeting certain sales quotas or targets. Any incentives are offered to our advisory representatives in their capacity as licensed insurance agents working for Falco Insurance Services, LLC, and not Falco Wealth Planning, LLC, the investment adviser. We always strive to put your interests first as a part of our fiduciary duty; however, you should be aware that receiving additional compensation through expense reimbursements, incentive awards, etc., creates a conflict of interest that may impact the judgment of our representatives when making advisory recommendations. Falco Wealth Planning has supervisory and oversight processes in place to monitor and mitigate these types of conflicts.

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## ***ITEM 6 - SUPERVISION***

Mr. Falco is supervised by Michael John Falco, Jr., the Chief Compliance Officer of Falco Wealth Planning, LLC, and will adhere to the Adviser's policies and procedures.

## ***ITEM 7- REQUIREMENTS FOR STATE REGISTERED ADVISERS***

Mr. Falco has not been found liable for any arbitration claims or civil, self-regulatory, or administrative proceedings and, therefore, has nothing to report.

