



# ADV PART 2B BROCHURE

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This Form ADV 2B ("Brochure Supplement") provides information about the background and qualifications of Mark Burns CRD # 1121473. The information in this brochure supplements the brochure of Abound Financial (hereinafter "Abound" or "firm"), which you should have received a copy of. Please get in touch with our Chief Compliance Officer if you did not receive Abound Financial's brochure or have any questions about the contents of this supplement. Additional information about Mark Burns is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## ITEM 2 – EDUCATIONAL BACKGROUND & BUSINESS EXPERIENCE

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MARK C. BURNS, CFP®

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- CRD #: 2346046
- YEAR OF BIRTH: 1956

### EDUCATIONAL BACKGROUND:

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Mr. Burns graduated high school. In lieu of pursuing a formal education after high school, Mr. Burns pursued the business experience outlined below.

### BUSINESS BACKGROUND:

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- 2022 – Present: Abound Financial; Investment Advisor Representative
- 2009 – Present: LPL Financial LLC; Registered Representative
- 2016 – Present: WCG Wealth Advisors, LLC; Investment Advisor Representative
- 1993 – 2009: UBS Financial Services, Inc.; Financial Advisor

### PROFESSIONAL DESIGNATIONS:

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- CERTIFIED FINANCIAL PLANNER™ (CFP®) <sup>1</sup>

#### <sup>1</sup> CERTIFIED FINANCIAL PLANNER (“CFP®”) DESIGNATION MINIMUM QUALIFICATIONS

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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 the Certified Financial Planner Board of Standards, Inc. (“CFP® Board”).

The CFP® certification is voluntary; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and several 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 the 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 two days, 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 the 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 to maintain the right to continue to use the CFP® marks:

- Continuing Education – Complete 30 hours of continuing education hours every two (2) years, including two (2) 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 act in the best interest of their clients at all times when providing financial advice.

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

In addition, as a CFP® professional, I will adhere to the Standards of Conduct developed by the CFP® Board. At all times, when providing Financial Advice to a Client, a CFP® professional must act as a fiduciary and, therefore, act in the best interest of the Client. The Standards cover duties owed to clients, the practice standards for the financial planning process, and duties owed to the firm and the regulators.

In complying with the Practice Standards, as a CFP® professional, I will act prudently in documenting information, as the facts and circumstances require, considering the significance of the information, the need to preserve the information in writing, the obligation to act in the Client’s best interest, and the CFP® Professional’s firm’s policies and procedures. The financial planning process will cover the following:

- Understanding the Client’s Personal and Financial Circumstances
- Identifying and Selecting Goals
- Analyzing the Client’s Current Course of Action and Potential Alternative Course(s) of Action
- Developing the Financial Planning Recommendation(s)
- Presenting the Financial Planning Recommendation(s)
- Implementing the Financial Planning Recommendation(s)
- Monitoring Progress and Updating

Abound Financial suggests a thorough review of the Standards by visiting:

<https://www.cfp.net/ethics/code-of-ethics-and-standards-of-conduct>.

## ITEM 3: DISCIPLINARY INFORMATION

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Registered Investment Advisers must disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice.

Mark Burns has no history of any legal or disciplinary events deemed material to a client’s considerations Mark Burns to act as their investment adviser representative.

FINRA's BrokerCheck® is a resource available to review the disciplinary history of Mark Burns.  
<https://brokercheck.finra.org>

## ITEM 4: OTHER BUSINESS ACTIVITIES

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Disclosure of Outside Business Activities is provided in Form ADV Part 2A Item 10 – Other Financial Industry Activities and Affiliations.

Mark Burns is engaged in any other investment-related business or occupation.

### INSURANCE LICENSED REPRESENTATIVE

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Mark Burns is licensed to sell insurance and receive commissions for insurance sales, through LPL's affiliated insurance agency or Abound Financial's independent insurance agency. When selling insurance, your Mr. Burns has a financial incentive to recommend insurance products based on the compensation received, rather than on the client's needs. If insurance is sold through any affiliated insurance agency, LPL, and Abound Financial address this conflict by maintaining a supervisory system to confirm that insurance recommendations are suitable and appropriate. If insurance is sold through an independent insurance agency, LPL, and Abound Financial address the conflict by reviewing and approving the financial advisor's request to conduct the activity as an outside business activity. If you have any questions regarding the compensation Mr. Burns receives when recommending a security or insurance, you should ask your financial advisor. You are under no obligation to purchase securities or insurance through Mr. Burns.

### REGISTERED REPRESENTATIVE

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Mark Burns is a Registered Representative and Investment Advisor Representative of LPL, a securities broker/dealer, and a member of the Financial Industry Regulatory Authority, Inc. ("FINRA") and an investment adviser registered with the U.S Securities and Exchange Commission ("SEC").

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 Mark Burns, 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 Abound Financial and Mark Burns. By serving as the broker-dealer, LPL and Mark Burns 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 are under no obligation to purchase securities through Abound Financial or LPL.

Mark Burns 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 Abound Financial.

Mark Burns, in their 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 are under no obligation to purchase any investment products through Mark Burns. They can offer a variety of advisory programs and services through LPL in addition to the advisory services they can offer through Abound Financial.

## **ITEM 5: ADDITIONAL COMPENSATION**

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Mr. Burns does not receive any economic benefit outside of the salaries and bonuses described in Item 4 of this brochure or on Form ADV Part 2A Items 10 and 12.

## **ITEM 6: SUPERVISION**

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Mr. Burns is supervised through a compliance program designed to prevent and detect federal and state securities law violations. David Laut, the Chief Compliance Officer of Abound Financial, oversees this compliance program. As Chief Compliance Officer, David Laut reviews those policies and procedures annually for their adequacy and the effectiveness of their implementation. All policies and procedures of the firm are followed.

David Laut may be reached at 916-846-7780 or [DavidL@LiveAbound.com](mailto:DavidL@LiveAbound.com).