

# Item 1: Cover Page

## Fierce Financial Group LLC

1680 Michigan Avenue, Suite 700  
Miami Beach, FL 33139

### **Form ADV Part 2A – Firm Brochure**

(305) 799-8555

Dated January 02, 2024

<https://www.fiercefinancialgroup.com/>

This brochure provides information about the qualifications and business practices of Fierce Financial Group LLC. If you have any questions about the contents of this brochure, please contact the firm at (305) 799-8555. The accuracy of information contained in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.

Fierce Financial Group LLC is registered as an Investment Adviser with the states of Florida and North Carolina. Registration of an Investment Adviser does not imply any level of skill or training.

Additional information about Fierce Financial Group LLC is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) which can be found using the firm's identification number: 299467

## Item 2: Material Changes

This section of the brochure is to inform clients and potential clients of any material changes that have occurred since the last annual update of our Firm's brochure.

### Change of Principal Office and Place of Business:

As of January 02, 2024, Fierce Financial Group LLC has changed its principal office and place of business from 1680 Michigan Avenue, Suite 920, Miami Beach, FL 33139 to 1680 Michigan Avenue, **Suite 700**, Miami Beach, FL, 33139.

Please note that all mailed correspondence should now be directed to the firm's new address. Phone number and email addresses for Fierce Financial Group LLC remain unchanged.

# Item 3: Table of Contents

## Contents

<b>Item 1: Cover Page</b>	<b>1</b>
<b>Item 2: Material Changes</b>	<b>2</b>
<b>Item 3: Table of Contents</b>	<b>3</b>
<b>Item 4: Advisory Business</b>	<b>4</b>
<b>Item 5: Fees and Compensation</b>	<b>5</b>
<b>Item 6: Performance-Based Fees and Side-By-Side Management</b>	<b>6</b>
<b>Item 7: Types of Clients</b>	<b>6</b>
<b>Item 8: Methods of Analysis, Investment Strategies and Risk of Loss</b>	<b>7</b>
<b>Item 9: Disciplinary Information</b>	<b>8</b>
<b>Item 10: Other Financial Industry Activities and Affiliations</b>	<b>9</b>
<b>Item 11: Code of Ethics, Participation or Interest in Client Transactions and Personal Trading</b>	<b>9</b>
<b>Item 12: Brokerage Practices</b>	<b>11</b>
<b>Item 13: Review of Accounts</b>	<b>12</b>
<b>Item 14: Client Referrals and Other Compensation</b>	<b>12</b>
<b>Item 15: Custody</b>	<b>12</b>
<b>Item 16: Investment Discretion</b>	<b>13</b>
<b>Item 17: Voting Client Securities</b>	<b>13</b>
<b>Item 18: Financial Information</b>	<b>13</b>
<b>Item 19: Requirements for State-Registered Advisers</b>	<b>14</b>
<b>Form ADV Part 2B – Brochure Supplement</b>	<b>18</b>
<b>Form ADV Part 2B – Brochure Supplement</b>	<b>21</b>

# Item 4: Advisory Business

## **Description of Advisory Firm**

Fierce Financial Group LLC, is registered as an Investment Adviser with the states of Florida and North Carolina. The firm was founded in 2018. Christopher Cercy and Alexander Kondeas are principal owners and Investment Advisor Representatives of Fierce Financial Group LLC.

## **Types of Advisory Services Offered by Fierce Financial Group LLC “FFG”**

### **Overview of Investment Management Services**

Fierce Financial Group LLC, abbreviated “FFG”, designs and manages investment portfolios for clients. FFG offers active and passive investment management strategies. Clients’ goals and objectives are used to develop tailored investment recommendations. FFG reviews and discusses the client’s prior investment history, as well as any other factors which may impact future investment recommendations including risk tolerance and time horizon. FFG provides every client with an Investment Policy Statement outlining the recommended investment strategy based upon the client’s specific goals and objectives.

### **Active Investment Management**

Active investment management offered by FFG involves selecting securities, constantly monitoring selected securities, and trading of selected securities within a highly-customized portfolio intended to generate current income equal or greater than the expected return agreed upon by the advisor and the client, as described in the Investment Policy Statement. Clients with non tax-advantaged accounts should consult their tax advisor or CPA to fully understand the potential tax impact of active management. Please see item 5 of this brochure for associated fees.

### **Passive Investment Management**

Passive investment management offered by FFG involves creating a portfolio allocation comprised of various asset classes based upon the client’s risk tolerance and future financial goals. The selected asset classes are weighted in a manner to achieve the desired risk and return relationship. Funds (ETFs) that passively capture the returns of the desired asset classes are selected for the portfolio. Passive investment management is characterized by relative tax efficiency due to the buy and hold nature of the strategy. Please see item 5 of this brochure for associated fees.

### **Financial Planning**

FFG does not provide comprehensive financial planning as a standalone service. However, FFG may provide complementary financial planning services by client request.

### **Client Tailored Services and Client Imposed Restrictions**

Investment strategy and implementation are dependent upon the client’s specific financial situation. The Investment Policy Statement is used to guide the recommended investment management strategy that matches the restrictions, needs, and goals of the client. Clients may specify, within reason, any limitations they would like to place on discretionary investment management authority as it pertains to individual securities and/or sectors that will be traded in the client’s investment account by listing restricted items on the advisory agreement under “Schedule C”.

## Item 5: Fees and Compensation

Please note: All clients will receive the firm's disclosure brochure (Form ADV Part 2A & 2B) at the time of entering into the advisory agreement, or at least 48 hours prior to signing the advisory agreement. The advisory agreement may be terminated by the client within five (5) business days of signing the contract without incurring any advisory fees if for some reason the client did not receive the firm's disclosure brochure at the time of entering the advisory agreement or at least 48 hours prior to signing the agreement.

The investment management fee collected by FFG depends upon the specific type of investment management strategy provided. Please review the following fee and compensation information:

### **Active Investment Management Services**

FFG's advisory fee for active investment management is 0.1667% monthly, (2.00% for the full 12 months). The fee is calculated and charged monthly based on the market value of the client's assets under management on the last day of the month. The management fee is a fixed percentage and paid in arrears on a monthly basis  $[(0.02 / 12) * \text{End of Month Portfolio Value}]$ . Contributions or withdrawals made to/from the portfolio before the end of any given month may be charged a pro-rated fee based upon the number of days the funds were available in the portfolio. No increase in the fee shall be effective without agreement from the client by signing a new advisory agreement or amendment to the current advisory agreement. Investment management fees are directly debited from client accounts held by the custodian. Client advisory agreement may be terminated with written notice at least 30 calendar days in advance. Since fees are paid in arrears, no rebate will be needed upon termination of the account. Minimum aggregate portfolio value of \$250,000 is required for active management fees. Clients with an aggregate portfolio value of less than \$250,000 will not be charged a management fee for active management until the minimum required threshold is reached.

### **Passive Investment Management Services**

FFG's advisory fee for passive investment management is .06667% monthly, (0.80% for the full 12 months). The fee is calculated and charged monthly based on the market value of the client's assets under management on the last day of the month. The management fee is a fixed percentage and paid in arrears on a monthly basis  $[(0.008 / 12) * \text{End of Month Portfolio Value}]$ . Contributions or withdrawals made to/from the portfolio before the end of any given month may be charged a pro-rated fee based upon the number of days the funds were available in the portfolio. No increase in the fee shall be effective without agreement from the client by signing a new advisory agreement or amendment to the current advisory agreement. The investment management fees are directly debited from client accounts held by the custodian. Client advisory agreement may be terminated with written notice at least 30 calendar days in advance. Since fees are paid in arrears, no rebate will be needed upon termination of the account. Minimum aggregate portfolio value of \$250,000 is required for passive management fees. Clients with an aggregate portfolio value of less than \$250,000 will not be charged a management fee for passive management until the minimum required threshold is reached.

## **Other Types of Fees and Expenses**

FFG's investment management fees do not include brokerage/custodian commissions, transaction fees, and/or any other related costs and/or expenses which may be incurred by the client. Clients may incur certain charges imposed by custodians, brokers, and other third parties such as custodial fees, deferred sales charges, odd-lot differentials, transfer taxes, wire transfer, and electronic fund fees, and other fees and taxes on brokerage accounts and securities transactions. Mutual funds and exchange traded funds typically charge internal management fees, redemption fees, and other fees which are disclosed in the fund's prospectus. Such charges, fees, and commissions are exclusive of, and in addition to FFG's investment management fees.

FFG does not receive any commissions or fees from third party investment companies under any circumstances. FFG does not engage in revenue sharing of fees with third party companies. FFG does not receive soft dollars (exchange of non-monetary benefits) from third party companies. FFG does not accept compensation for the sale of securities or other investment products including asset-based sales charges or service fees from the sale of mutual funds.

Item 12 further describes the factors taken into consideration when selecting or recommending broker-dealers for client transactions and determining the reasonableness of their compensation (e.g., commissions).

## **Wrap Fee Program**

FFG does not offer a wrap fee program.

# Item 6: Performance-Based Fees and Side-By-Side Management

FFG does not charge performance-based fees and does not engage in side-by-side management.

# Item 7: Types of Clients

FFG provides investment management services to mostly high net-worth individuals and trusts. Minimum aggregate portfolio requirement is typically \$500,000. However, FFG may decide to accept accounts below the required minimum on a case by case basis.

# Item 8: Methods of Analysis, Investment Strategies and Risk of Loss

**Please Note:** Past performance is not indicative of future results. Securities (stocks, bonds, ETFs, Mutual Funds, and options) may lose value resulting in loss of clients' principal.

**Fundamental Analysis:** Involves analyzing individual companies and their industry group, such as a company's financial statements, details regarding the company's product line, experience and expertise of the company's management, and the outlook for the company's industry. The resulting data are used to measure the true value of the company's stock compared to the current market value. The risk involved with fundamental analysis is that the information obtained may be incorrect or new information may be released rapidly and analysis may not provide an accurate estimate of earnings, which may be the basis for a stock's value.

**Technical Analysis:** Technical analysis involves evaluating investments to identify trading opportunities by analyzing statistical trends gathered from trading activity, such as price movement and volume. Unlike fundamental analysis, technical analysis focuses on patterns of price movements, trading signals, and various other analytical charting tools to evaluate a security's strength or weakness based on the current price. The risk involved with technical analysis is that rapidly changing market conditions may negate historical price trends. Please see additional material risks below.

## Material Risks Involved

**Every investment strategy within securities markets involves risk and may result in loss of the client's original investment principal.** These risks apply to all securities that FFG may invest the client's assets. Material risks associated with FFG's investment strategies are listed below:

**Market Risk:** The possibility that securities current market value will fluctuate downward because of a general market decline, reducing the value of the securities regardless of the operational success of the issuer or its financial condition.

**Strategy Risk:** FFG's investment strategies and/or investment techniques may not work as intended due to unexpected circumstances surrounding political, economical, tax, and general market risks.

**Small and Medium Cap Risk:** Securities of companies with small and medium market capitalizations are often more volatile and less liquid than those of larger companies. Small and medium cap companies may face a greater risk of business failure, which could increase the volatility of the client's portfolio and risk of loss.

**Concentration Risk:** FFG's investment strategies focus on particular asset classes, industries, sectors or specific types of investments. From time to time, FFG's investment strategies may be subject to greater risks of adverse developments in such areas of focus, as compared to a strategy that is more broadly diversified.

**Interest Rate Risk:** Bond (fixed income) prices generally fall when interest rates rise, and the value of the bond may fall below par value or the original investment value.

**Political, Legal or Legislative Risk:** Legislative changes or court rulings may impact the value of investments, or the securities' claim on the issuer's assets and finances. Changes within the political landscape of domestic and international laws may also increase the risk of loss.

**Inflation:** Inflation may erode the buying power of an investment portfolio, even if the dollar value of the investments remains the same.

### **Risks Associated with Specific Securities**

**Common Stocks** may fluctuate in price dramatically, and in the event of an issuer's bankruptcy or restructuring the stock could lose all value. Slower economic growth or recessionary economic environments could adversely affect the price of all stocks. The common stock shares of companies may also be de-listed from the exchange, or the activation of market-wide "circuit breakers" (which are tied to large decreases in stock prices) may halt stock trading. FFG has no control over these specific risks embedded in the underlying stocks in which the client may be invested.

**Options** purchase and uncovered writing (selling) of contracts—involves a significant degree of risk not suitable for all investors. Investors should carefully consider the inherent risks, tax impacts, and financial obligations associated with options trading as further detailed in the Options Clearing Corporation booklet "Characteristics and Risks of Standardized Options" provided to each client after signing the custodian's "Client Options Account Agreement". Additional information regarding options and the specific risks associated with FFG's active management strategy is outlined in the client's Investment Policy Statement.

**Corporate Bonds** may face interest rate risk, reinvestment risk, inflation risk, market risk, call risk (or redemption risk), credit risk, and liquidity risk.

**Municipal Bonds** carry the same general risks as investing in corporate bonds. Those risks include interest rate risk, reinvestment risk, inflation risk, market risk, call risk (or redemption risk), credit risk, and liquidity risk.

**Exchange Traded Funds** may or may not track underlying benchmarks as expected due to internal costs or commissions. ETFs are also subject to the following risks: (i) ETFs may trade at a market price that is above or below the net asset value; (ii) ETFs may employ an investment strategy that utilizes high leverage ratios; or (iii) ETFs may be halted if the listing exchange's officials deem such action appropriate. The ETF may also be de-listed from the exchange, or the activation of market-wide "circuit breakers" (which are tied to large decreases in stock prices) may halt trading. FFG has no control over the risks embedded in the underlying ETFs in which the client may be invested.

## **Item 9: Disciplinary Information**

### **Criminal or Civil Actions**

FFG and its personnel have not been involved in any criminal or civil action.

### **Administrative Enforcement Proceedings**

FFG and its personnel have not been involved in administrative enforcement proceedings.

### **Self-Regulatory Organization Enforcement Proceedings**

FFG and its personnel have not been involved in legal or disciplinary events that are material to a client's or a prospective client's evaluation of FFG or the integrity of its management.



## Item 10: Other Financial Industry Activities and Affiliations

No FFG employee or personnel is registered as a broker-dealer, or is pending to register as a broker-dealer or a registered representative of a broker-dealer.

No FFG employee or personnel is a registered insurance agent or broker.

No FFG employee or personnel is registered, or is pending to register, as a futures commission merchant, commodity pool operator or a commodity trading advisor.

FFG is not affiliated with and does not revenue share with any third party companies or individuals.

FFG does not have any conflicts of interest with any outside investment company or third party.

Christopher Cercy does not receive income from any source other than Fierce Financial Group LLC.

Alexander Kondeas does not receive income from any source other than Fierce Financial Group LLC.

### **Recommendations or Selections of Outside Investment Advisers**

FFG does not recommend clients to outside managers, insurance agents, or other investment advisers.

## Item 11: Code of Ethics, Participation or Interest in Client Transactions and Personal Trading

As a fiduciary, FFG and its personnel carry the duty of utmost good faith to act solely in the best interest of each client. FFG's clients entrust the firm with their assets and personal information, which in turn places a high standard on FFG's conduct and integrity. FFG's fiduciary duty is a core aspect of its code of ethics and represents the expected basis of all professional dealings with clients. The firm also adheres to the Code of Ethics and Professional Responsibility adopted by the CFP® Board of Standards Inc., and accepts the obligation not only to comply with the mandates and requirements of all applicable laws and regulations, but also takes responsibility for, and acts in an ethically and professionally responsible manner whenever services are rendered to clients.

## **Code of Ethics Summary**

Please note: The following summary to FFG's code of ethics does not attempt to identify all possible conflicts of interest, and compliance with each of the specific provisions will not shield associated persons of FFG from liability for other conduct that violates a fiduciary duty to advisory clients.

- **Integrity-** Associated persons shall offer and provide professional services with integrity at all times.
- **Objectivity-** Associated persons shall be objective in providing professional services to clients.
- **Competence-** Associated persons shall provide services to clients competently and maintain the necessary knowledge and skills to continue providing competent services in the areas in which they are engaged.
- **Fairness-** Associated persons shall perform professional services in a manner that is fair, objective, and reasonable to clients, principals, partners, and employers, and shall disclose conflict(s) of interest when providing such services.
- **Confidentiality-** Associated persons shall not disclose confidential client information without the specific consent of the client unless in response to proper legal processes, or as required by law.
- **Professionalism-** Associated persons' conduct in all matters shall reflect the integrity of the profession.
- **Diligence-** Associated persons shall act diligently in providing professional services.

FFG reviews its code of ethics annually to ensure the code remains current, and requires all firm access persons to attest to their understanding of, and adherence to the code of ethics at least annually. FFG will provide a copy of its code of ethics to any client or prospective client promptly upon request.

## **Investment Recommendations Involving Material Conflicts of Interest**

Neither FFG, or its personnel, or any related person is authorized to recommend to a client or effect a transaction for a client, involving any security in which FFG or a related person has a material financial conflict of interest, such as in the capacity of an underwriter or adviser to the issuer.

## **Advisory Firm Purchase of Same Securities and Other Conflicts of Interest**

FFG personnel may buy or sell securities similar to, or different from, those recommended to clients. In an effort to reduce or eliminate certain conflicts of interest involving the trades of clients and FFG personnel, FFG prohibits personnel from taking a position on the opposite side of a trade performed in a client's account. FFG also prohibits personnel from front-running, i.e. immediately trading the same security ahead of clients.

## **Trading Securities At or Around the Same Time as Client's Securities**

FFG personnel may buy or sell securities for themselves at or around the same time as clients, as long as personnel does not front-run client trades.

# Item 12: Brokerage Practices

## **Affiliations With Custodians and/or Broker-Dealers**

FFG is not affiliated with a broker-dealer or a custodian.

### **1. Research and Other Soft-Dollar Benefits**

FFG does not receive soft dollar benefits from a broker-dealer or a custodian.

### **2. Brokerage for Client Referrals**

FFG does not receive referrals from broker-dealers or custodians.

### **3. Clients Directing Which Broker/Dealer or Custodian to Use**

FFG currently utilizes Charles Schwab as the custodian for FFG managed investment accounts. FFG and Charles Schwab are not affiliated entities. FFG is unable to provide discretionary investment management services for clients who wish to use a different custodian.

## **The Custodian (Charles Schwab)**

FFG participates in the Charles Schwab “Institutional Adviser program”. Charles Schwab is a member of FINRA/SIPC. TD Charles Schwab is an independent [and unaffiliated] SEC-registered broker-dealer. Charles Schwab offers independent investment advisory services to FFG which include custody of client funds and securities, client trade executions, clearance, and settlement of client transactions. (Please see the additional disclosure under Item 14 below.) Charles Schwab and Fierce Financial Group LLC are not affiliated entities.

## **Aggregating (Block) Trading**

FFG investment advisers may elect to purchase or sell the same securities for several client accounts at approximately the same time when such action may prove advantageous to clients. This process is referred to as aggregating orders, batch trading, or block trading. Typically, FFG does not utilize block trading due to the individualized nature of the portfolio management services provided.

## Item 13: Review of Accounts

Christopher Cercy and Alexander Kondeas are responsible for review of client accounts. Client accounts managed under the active investment strategy are monitored daily due to the frequent income generating nature of the strategy. Client accounts managed under the passive investment strategy are reviewed quarterly due to the buy and hold nature of the strategy. All client accounts (passive and active strategies) are reviewed one on one with the client at least annually. The annual client review is conducted with regard to the client's Investment Policy Statement along with any changes in the client's financial situation. Events that may trigger a special review would be unusual performance, addition or deletion of client imposed restrictions, excessive draw-downs, excessive volatility, or buy and sell decisions per the client's cashflow needs.

Clients receive trade confirmations, monthly statements (at a minimum quarterly statements), and annual tax reporting statements from the custodian showing all activity in the client's account(s). FFG also provides monthly fee and income invoices to every client account that is charged a management fee. FFG recommends clients compare any report received from the firm against the account statements generated by the custodian.

## Item 14: Client Referrals and Other Compensation

FFG does not receive any economic benefit directly or indirectly from any third party for advice rendered to clients. FFG does not directly or indirectly compensate any person for client referrals. While FFG participates in Charles Schwab's "institutional adviser program" (as described under item 12 above), no compensation is received from Charles Schwab.

## Item 15: Custody

FFG does not accept or maintain custody of client funds or securities except in the instance of instructing the custodian to deduct management fees from client accounts.

The following safeguards are in place to comply with safekeeping requirements:

- i. The client will provide written authorization to FFG and to the custodian, permitting fees to be deducted directly from the client's accounts held by the custodian.
- ii. Each time a management fee is deducted from a client account, the advisor will send a copy of its fee invoice to the custodian, along with a fee and income report to the client.
- iii. The custodian will send monthly (or at a minimum quarterly) statements to the client showing all disbursements/additions to and from the account.

FFG recommends clients carefully review account statements received by the custodian. Portfolio values reported by FFG may vary from the custodial statements due to the proration of client contributions and/or withdrawals during the reporting period.

## Item 16: Investment Discretion

FFG maintains investment discretion over client accounts with respect to when and which securities are bought and sold as well as the amount of securities that are bought and sold. Investment discretion is explained to clients in detail when the advisory relationship is established. At the start of the advisory relationship, the client will sign account paperwork from the custodian, Charles Schwab, which grants FFG investment discretion over the investment decisions of the client account. Additionally, the discretionary relationship is outlined in FFG's advisory agreement signed by every client.

## Item 17: Voting Client Securities

FFG does not vote client proxies. Therefore, clients maintain exclusive responsibility for: (1) voting proxies, and (2) acting on corporate actions pertaining to client investment assets. The client shall instruct the qualified custodian to forward the client copies of all proxies and shareholder communications relating to client investment assets. If the client would like FFG's opinion on a particular proxy vote, they may contact the firm at the number listed on the cover of this brochure.

## Item 18: Financial Information

Registered Investment Advisers are required to provide the client with certain financial information or disclosures about the firm's personal financial condition. FFG or its partners do not have any financial commitment that impairs the firm's ability to meet contractual and fiduciary commitments to clients, and neither the firm nor its partners have been the subject of a bankruptcy proceeding. FFG does not take custody of client funds or securities except in the instance of instructing the custodian to deduct investment management fees. FFG does not require or solicit prepayment of more than \$500 in fees per client six months or more in advance.

# Item 19: Requirements for State-Registered Advisers

## Christopher Cercy, CFP®

Date of Birth: 07/14/1990

### Educational Background

- 2016 - BS, Finance, Winston-Salem State University
- 2014 - Finance and Economics, University of Louisville
- 2009 - Finance, Florida International University

### Business Experience

- 05/2018 - Present, Fierce Financial Group LLC, Partner
- 06/2016 - 10/2018, Retirement Wealth Advisors, Inc, Investment Advisor Representative
- 06/2016 - 10/2018, Formula Folios Investments, Investment Advisor Representative
- 08/2014 - 06/2016, Winston-Salem State University, Research Assistant

### Professional Designations, Licensing & Exams

**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.

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 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).
- **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.
- **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.

### **Other Business Activities**

Christopher Cercy does not engage in any outside business activities.

### **Performance-Based Fees**

Christopher Cercy is not compensated by performance-based fees.

### **Material Disciplinary Disclosures**

Christopher Cercy has never been involved in any arbitration claim of any kind, or been found liable in a civil, self-regulatory organization, or administrative proceeding.

### **Material Relationships Involving Management Persons With Issuers of Securities**

Christopher Cercy has no relationship or arrangement with issuers of securities.

### **Additional Compensation**

Christopher Cercy does not receive any additional economic benefit from any person, company, or organization, in exchange for providing clients investment management services through FFG.

### **Supervision**

Christopher Cercy, as Chief Compliance Officer of FFG, is responsible for oversight and supervision of the firm’s personnel. He may be contacted at the phone number listed on this brochure supplement.

### **Requirements for State Registered Advisers**

Christopher Cercy has not been involved in any arbitration, civil proceeding, self-regulatory proceeding, administrative proceeding, or a bankruptcy petition.

# Item 19: Requirements for State-Registered Advisers (Cont.)

## Alexander Kondeas, PhD, CFA®, CFP®

Date of Birth: 01/11/1965

### Educational Background

- 1998 - Ph.D, Economics, Auburn University
- 1994 - MA, Economics, University of South Florida
- 1993 - MBA, Finance, University of South Florida
- 1988 - BS, Accounting, Technological Educational Institute of Larisa

### Business Experience

- 11/2018 - Present, Fierce Financial Group LLC, Partner
- 08/2010 - 07/2022, Winston-Salem State University, Tenured Professor

### Professional Designations, Licensing & Exams

**Chartered Financial Analyst (CFA®):** The CFA® Program is a graduate-level self-study program that combines a broad-based curriculum of investment principles with professional conduct requirements. It is designed to prepare charter holders for a wide range of investment specialties that apply in every market all over the world. To earn a CFA charter, applicants study for three exams (Levels I, II, III) using an assigned curriculum. Upon passing all three exams and meeting the professional and ethical requirements, they are awarded a charter.

**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.

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 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).
- **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.
- **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.

### **Other Business Activities**

Alexander Kondeas does not engage in any outside business activities.

### **Performance-Based Fees**

Alexander Kondeas is not compensated by performance-based fees.

### **Material Disciplinary Disclosures**

Alexander Kondeas has never been involved in any arbitration claim of any kind, or been found liable in a civil, self-regulatory organization, or administrative proceeding.

### **Material Relationships Involving Management Persons With Issuers of Securities**

Alexander Kondeas has no relationship or arrangement with issuers of securities.

### **Additional Compensation**

Alexander Kondeas does not receive any additional economic benefit from any person, company, or organization, in exchange for providing clients advisory services through FFG.

### **Supervision**

Christopher Cercy, as Chief Compliance Officer of FFG, is responsible for compliance oversight and supervision of Alexander Kondeas.

### **Requirements for State Registered Advisers**

Alexander Kondeas has not been involved in an arbitration, civil proceeding, self-regulatory proceeding, administrative proceeding, or a bankruptcy petition.

# ADV Part 2B: Cover Page

## Fierce Financial Group LLC

1680 Michigan Avenue, Suite 700

Miami Beach, FL 33139

(305) 799-8555

Dated January 02, 2024

Form ADV Part 2B – Brochure Supplement

*For*

### **Christopher Cercy [Individual CRD# 6692067]**

Partner and Chief Compliance Officer

This brochure supplement provides information about Christopher Cercy that supplements the Fierce Financial Group LLC (“FFG”) firm brochure. A copy of the firm’s brochure precedes this supplement. Please contact Christopher Cercy if the FFG firm brochure is not included with this supplement or if you have any questions about the contents of this brochure supplement.

Additional information about Christopher Cercy is available on the SEC’s website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) which can be found using the identification number: 6692067.

# Educational Background and Business Experience

## Christopher Cercey, CFP®

Date of Birth: 07/14/1990

### Educational Background

- 2016 - BS, Finance, Winston-Salem State University
- 2014 - Finance and Economics, University of Louisville
- 2009 - Finance, Florida International University

### Business Experience

- 05/2018 - Present, Fierce Financial Group LLC, Partner
- 06/2016 - 10/2018, Retirement Wealth Advisors, Inc, Investment Advisor Representative
- 06/2016 - 10/2018, Formula Folios Investments, Investment Advisor Representative
- 08/2014 - 06/2016, Winston-Salem State University, Research Assistant

### Professional Designations, Licensing & Exams

**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.

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 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).
- **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.
- **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.

### **Other Business Activities**

Christopher Cercy does not engage in any outside business activities.

### **Performance-Based Fees**

Christopher Cercy is not compensated by performance-based fees.

### **Material Disciplinary Disclosures**

Christopher Cercy has never been involved in any arbitration claim of any kind, or been found liable in a civil, self-regulatory organization, or administrative proceeding.

### **Material Relationships Involving Management Persons With Issuers of Securities**

Christopher Cercy has no relationship or arrangement with issuers of securities.

### **Additional Compensation**

Christopher Cercy does not receive any additional economic benefit from any person, company, or organization, in exchange for providing clients investment management services through FFG.

### **Supervision**

Christopher Cercy, as Chief Compliance Officer of FFG, is responsible for oversight and supervision of the firm’s personnel. He may be contacted at the phone number listed on this brochure supplement.

### **Requirements for State Registered Advisers**

Christopher Cercy has not been involved in any arbitration, civil proceeding, self-regulatory proceeding, administrative proceeding, or a bankruptcy petition.

# ADV Part 2B: Cover Page

## Fierce Financial Group LLC

1680 Michigan Avenue, Suite 700

Miami Beach, FL 33139

(305) 799-8555

Dated January 02, 2024

Form ADV Part 2B – Brochure Supplement

*For*

**Alexander Kondeas [Individual CRD#7042243]**

Partner

This brochure supplement provides information about Alexander Kondeas that supplements the Fierce Financial Group LLC (“FFG”) firm brochure. A copy of the firm’s brochure precedes this supplement. Please contact Alexander Kondeas or the firm’s CCO, Christopher Cercy if the FFG firm brochure is not included with this supplement or if you have any questions about the contents of this brochure supplement.

Additional information about Alexander Kondeas is available on the SEC’s website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) which can be found using the identification number 7042243.

# Educational Background and Business Experience

## Alexander Kondeas, PhD, CFA®, CFP®

Date of Birth: 01/11/1965

### Educational Background

- 1998 - Ph.D, Economics, Auburn University
- 1994 - MA, Economics, University of South Florida
- 1993 - MBA, Finance, University of South Florida
- 1988 - BS, Accounting, Technological Educational Institute of Larisa

### Business Experience

- 11/2018 - Present, Fierce Financial Group LLC, Partner
- 08/2010 - 07/2022, Winston-Salem State University, Tenured Professor

### Professional Designations, Licensing & Exams

**Chartered Financial Analyst (CFA®):** The CFA Program is a graduate-level self-study program that combines a broad-based curriculum of investment principles with professional conduct requirements. It is designed to prepare charter holders for a wide range of investment specialties that apply in every market all over the world. To earn a CFA charter, applicants study for three exams (Levels I, II, III) using an assigned curriculum. Upon passing all three exams and meeting the professional and ethical requirements, they are awarded a charter.

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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.

### **Other Business Activities**

Alexander Kondeas does not engage in any outside business activities.

### **Performance-Based Fees**

Alexander Kondeas is not compensated by performance-based fees.

### **Material Disciplinary Disclosures**

Alexander Kondeas has never been involved in any arbitration claim of any kind, or been found liable in a civil, self-regulatory organization, or administrative proceeding.

### **Material Relationships Involving Management Persons With Issuers of Securities**

Alexander Kondeas has no relationship or arrangement with issuers of securities.

### **Additional Compensation**

Alexander Kondeas does not receive any additional economic benefit from any person, company, or organization, in exchange for providing clients advisory services through FFG.

### **Supervision**

Christopher Cercy, as Chief Compliance Officer of FFG, is responsible for compliance oversight and supervision.

### **Requirements for State Registered Advisers**

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