



**CONNEMARA**  
G R O U P

**The Connemara Group, LLC**  
Registered Investment Advisor  
CRD # 281262

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Rockville, MD 20852

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[www.connemara.com](http://www.connemara.com)

**Javier Diaz, CFP® CRPC® AFC®**

Investment Advisor Representative

Form ADV Part 2B Brochure Supplement  
March 22, 2018

**This brochure provides information about Javier Diaz that supplements The Connemara Group's Form ADV Part 2A firm brochure. You should have received a copy of that brochure. Please contact Thomas B. Conway at (301) 321-3600 if you did not receive the full brochure or if you have any questions about the contents of this supplement. Additional information about Javier Diaz is available on the Securities and Exchange Commission's (SEC) website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

## **Item 2 - Educational Background and Business Experience**

Regulatory guidance requires the firm to disclose relevant post-secondary education and professional training for each principal executive and associate of the firm, as well as their business experience for at least the most recent five years.

### ***Investment Advisor Representative***

Javier Diaz

Year of Birth: 1980 / CRD Number: 6328315

### **Educational Background and Business Experience**

#### ***Educational Background***

Master of Science in Financial Planning, Housing & Consumer Economics; University of Georgia, Athens, GA

BBA in Finance, Cum Laude; Florida International University, Miami, FL

#### ***Designations***

CFP® - Certified Financial Planner

- **Education**

CFP® professionals must complete college or university-level coursework through a program registered with CFP Board. In addition, a bachelor's degree (or higher), or its equivalent, in any discipline, from an accredited college or university is required.

To renew CFP® designation, CFP® professionals must complete 30 hours of continuing education (CE) each reporting period, including 2 hours of Ethics CE approved by CFP Board.

- **Examination**

CFP® professionals must pass a comprehensive 6-hour computer-based exam. Comprised of 170 multiple-choice questions, the exam covers the professional conduct and regulation, general financial planning principles, tax planning, employee benefits and retirement planning, estate planning, investment planning and insurance.

- **Experience**

Prior to earning the right to use the CFP® certification marks, CFP® professionals must have 6,000 hours of professional experience related to the financial planning process, or 4,000 hours of Apprenticeship experience that meets additional requirements from CFP Board.

- **Ethics**

CFP® professionals agree to adhere to the high standards of ethics outlined in CFP Board's Code of Ethics, including seven Principles: Integrity, Objectivity, Competence, Fairness, Confidentiality, Professionalism and Diligence. The Rules of Conduct requires CFP professionals to place the interest of their clients ahead of their own at all times. CFP Board sanctions apply anytime if CFP professionals violate these standards.

### CRPC® - Chartered Retirement Planning Counselor

- The CRPC® designation, awarded by College for Financial Planning, demonstrates a focus on client-centered problem solving before and after retirement. Required courses for CRPC® certification include pre-and post-retirement needs, asset management, estate planning and the entire retirement planning process using models and techniques from real client situations.
- To renew CRPC® designation, designees must complete 16 hours of continuing education (CE) every two-years, reaffirming adherence to the Standards of Professional Conduct and complying with self-disclosure requirements.

### AFC® - Accredited Financial Counselor

- The AFC® designation is awarded by Association for Financial Counseling and Education
- Abilities of the AFC®:
  - Educate clients in sound financial principles.
  - Assist clients in the process of overcoming their financial indebtedness.
  - Help clients identify and modify ineffective money management behaviors.
  - Guide clients in developing successful strategies for achieving their financial goals.
  - Support clients as they work through their financial challenges and opportunities.
  - Help clients develop new perspectives on the dynamics of money in relation to family, friends and individual self-esteem.
- To renew AFC® designation, designees must complete 30 hours of continuing education (CE) every two-years, reaffirming adherence to the Standards of Professional Conduct and complying with self-disclosure requirements.

### ***Business Experience***

The Connemara Group, LLC (2016-Present)  
Rockville, MD  
Executive Planning Analyst

Connemara Fee Only Planning, LLC (2015)  
Rockville, MD  
Senior Planning Analyst

Branches, Inc. (2014)  
Miami, FL  
Financial Coach / VITA Coalition Coordinator

Jordyn Media (2003-2013)  
Miami, FL  
Sole Proprietor

### **Item 3 - Disciplinary Information**

Registered investment advisors are required to disclose certain material facts about its associated personnel regarding any legal or disciplinary events, including criminal or civil action in a domestic, foreign or military court, or any proceeding before a state, federal or foreign regulatory agency, self-regulatory organization, or suspension or sanction by a professional association for violation of its conduct rules, that would be material to your evaluation of each officer or a supervised person providing investment advice. Mr. Diaz has not been the subject of any such event.

### **Item 4 - Other Business Activities**

Investment advisor representatives are required to disclose outside business activities that account for a significant portion of their time or income, or that may present a conflict of interest with their advisory activities.

Neither Mr. Diaz nor our advisory firm has a material relationship with the issuer of a security. He is not registered, nor has an application pending to register, as a registered representative of a broker/dealer or associated person of a futures commission merchant, commodity pool operator, or commodity trading advisor. He does not receive commissions, bonuses or other compensation based on the sale of securities, including that as a registered representative of a broker/dealer or the distribution or service ("trail") fees from the sale of mutual funds.

### **Item 5 - Additional Compensation**

Neither our advisory firm nor Mr. Diaz is compensated for advisory services involving performance-based fees. Firm policy does not allow associated persons to accept or receive additional economic benefit, such as sales awards or other prizes, for providing advisory services to firm clients.

### **Item 6 - Supervision**

Firm policies and procedures have been designed to ensure appropriate recordkeeping and supervision, and all associates are required to adhere to our firm's Code of Ethics and procedural guidelines. Mr. Conway, as Chief Compliance Officer, will monitor firm activities and the advice provided by performing the following ongoing reviews:

- Account opening documentation when the relationship is established
- Review of account transactions
- Assessments of the client's financial situation, objectives, and investment needs
- A review of client correspondence on an as needed basis
- Periodic internal firm review

Questions relative to the firm, its services or this Form ADV Part 2B brochure supplement may be made to the attention of Thomas B. Conway at (301) 321-3600. Additional information about the firm, other advisory firms, or an associated investment advisor representative is available on the Internet at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). A search of this site for firms may be accomplished by firm name or a unique firm identifier, known as an IARD or CRD number. The IARD number for The Connemara Group, LLC is 281262. The business and disciplinary history, if any, of an investment advisory firm and its representatives may also be obtained by contacting the Maryland Division of Securities or the state securities administrator in which the client resides.

**Item 7 - Requirements for State-Registered Advisers**

There have been neither awards nor sanctions or other matter where Mr. Diaz or The Connemara Group has been found liable in an arbitration, self-regulatory or administrative proceeding. Neither Mr. Diaz nor our advisory firm has been the subject of a bankruptcy petition.