



CONNEMARA
G R O U P

The Connemara Group, LLC
Registered Investment Advisor
CRD # 281262

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Yuanyuan (Scarlett) Che, CFP® CIMA®
CRPC®

Investment Advisor Representative

Form ADV Part 2B Brochure Supplement
January 4, 2022

This brochure provides information about Yuanyuan (Scarlett) Che 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 Yuanyuan (Scarlett) Che is available on the Securities and Exchange Commission's (SEC) website at 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

Yuanyuan (Scarlett) Che

Year of Birth: 1990 / CRD Number: 6324854

Educational Background and Business Experience

Educational Background

Master of Science in Finance, Drexel University; Philadelphia, PA, United States

Bachelor of Science in Economics, Central South University of Forestry & Technology; Changsha, China

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 always place the interest of their clients ahead of their own. CFP Board sanctions apply anytime if CFP professionals violate these standards.

CIMA® - Certified Investment Management Analyst

- The CIMA® designation, awarded by the Investments and Wealth Institute (IWI®), demonstrates competency and a commitment to excellence and professionalism in all areas of investment management consulting and analysis.
- The CIMA® program is a 9-month program administered by The Investments and Wealth Institute (IWI®) in conjunction with The Wharton School, University of Pennsylvania. Three separate examinations, including a prequalification examination; an examination at The Wharton School following an intensive week of instruction; and a final comprehensive examination last up to four (4) hours must be passed as prerequisites for CIMA® certification.
- The CIMA® program contains five (5) core topics, including Fundamentals; Portfolio Performance and Risk Measurements; Traditional and Alternative Investments; Portfolio Theory and Behavioral Finance; and the Investment Consulting Process. In addition, the program contains a section on Governance, including the *IMCA Code of Professional Responsibility and Standards of Practice* and Regulatory Considerations.
- CIMA® professionals integrate a complex body of investment knowledge, ethically contributing to prudent investment decisions by providing objective advice and guidance to individual and institutional investors.

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.

Business Experience

The Connemara Group, LLC (01/2018 - Present)
Rockville, MD
Associate Advisor

The Connemara Group, LLC (01/2017 - 12/2017)
Rockville, MD
Personal Financial Planning Analyst

Blue Ocean Global Wealth, LLC (05/2013 - 12/2016)
Gaithersburg, MD
Client Service Associate

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. Ms. Che 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 Ms. Che nor our advisory firm has a material relationship with the issuer of a security. She 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. She 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 Ms. Che 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. 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 Ms. Che or The Connemara Group has been found liable in an arbitration, self-regulatory or administrative proceeding. Neither Ms. Che nor our advisory firm has been the subject of a bankruptcy petition.