

# Brochure

## GENERAL INFORMATION & DISCLOSURE BROCHURE



515 Groton Road Westford, MA 01886 suite 201  
(978) 850-4910  
[www.advancedportfoliodesign.com](http://www.advancedportfoliodesign.com)

**Advanced Portfolio Design, LLC**  
*Fee-Only Asset Management and Financial Planning Services*

### Item 1 Cover Page

This brochure provides information about the qualifications and business practices of Advanced Portfolio Design, LLC. If you have any questions about the contents of this brochure, please contact us at (978)-850-4910. The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.

Additional information about Advanced Portfolio Design, LLC also is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov)

Peter J Canniff, CFP® professional

Jennifer Murphy, MST, CFP® professional

Certified Financial Planner Board of Standards Inc. owns the certification marks CFP®, CERTIFIED FINANCIAL PLANNER™ and CFP (with flame logo)® in the U.S., which it awards to individuals who successfully complete CFP Board's initial and ongoing certification requirements.

## **Item 2 Material Changes**

Since our last annual update published 03/22/2022, the Firm has the following material changes to report:

- Item 16: Advanced Portfolio Design is now offering discretionary account management to clients.
- We have removed references to TD Ameritrade as they are merging with another company and we have stopped working with them anyway.

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## Item 4 Advisory Business

### Ownership

Peter J. Canniff, CFP® professional, is the sole owner, principal, and managing member of Advanced Portfolio Design, LLC

### Our Firm

Advanced Portfolio Design, LLC is a Fee-Only **asset management** and **financial planning firm**. We have chosen to operate as a Fee-Only firm because we feel it is the best way to meet our commitment to holding ourselves to a Fiduciary Standard to put our clients' needs ahead of our own. We are registered as an investment adviser firm in the States of Massachusetts, New Hampshire and Louisiana.

We are a specialty firm focused on applying leading edge asset allocation planning and high-quality investment selection processes. We carefully consider our clients' individual circumstances when giving advice. Special attention is given to constantly changing tax issues and changing cash flow needs.

As of December 31, 2022 we have in assets under management for ongoing review and we help clients make decisions on assets outside of our direct management service as well.

### How we work with our Clients

We work primarily with people who feel that their investment portfolio has reached an amount where mistakes or lack of proper attention are unacceptable. We also help clients handle difficult or complex financial decisions around the main areas of financial planning including, but not limited to; retirement planning, cash flow, tax planning, estate planning, and protection planning.

### Our Philosophy

We believe that the top priority in a wealth planning relationship should always be to develop an intimate understanding of the clients' needs and financial circumstances. We will need to know what level of information will bring the client to the appropriate comfort level. We believe in educating clients on financial issues that matter to them, in a way that they can easily understand. We will also need to spend time getting to know our clients' personal goals and concerns as well as their family, business and financial circumstances.

**Financial Planning** - We prefer to work with clients based on a comprehensive financial planning relationship which considers their specific goals, time-frame and level of risk aversion. We believe that it is important to have a good understanding of a client's tax situation, current and future cash flows, overall investment holdings and experience, estate plan, and family circumstances.

**Asset Management** – We assist our asset management clients in managing their investment accounts. We provide customized portfolio design. We make specific investment recommendations and may execute the transactions for the client. We also provide periodic review of these investments and the overall asset allocation of the portfolio and recommend changes as needed.

As a Fee-Only firm, we believe our interests are tied to our clients' best interests. Since most of our fees are calculated as a percentage of managed assets, most of our future revenue will improve or decline based on our clients' long term financial success.

**Wealth Planning** – When clients take advantage of both our **Asset Management** services and our **Financial Planning** services this is referred to as “Wealth Planning.” This is our preferred avenue for working with clients. We believe the most successful outcomes are a result of combining these services. There is some overlapping information between the financial planning and the asset management so it is more efficient and more effective to combine these services.

We may also function as a sort of financial coach or quarterback to help you coordinate your activities with your other professional advisers, such as your tax preparer, insurance agent, or your attorney. When your situation requires specialized expertise which falls outside of our specialties, we will tell you and can help you identify and work with other advisers.

## **Item 5 Fees and Compensation**

Advanced Portfolio Design has a very flexible set of fee structures that can be customized to best meet the needs of different types of client relationships. They are designed to be fair from client to client and to keep our clients’ best interests at heart.

### **Financial Planning Fees**

#### **Hourly Consultations**

We may charge up to \$250 per hour for consultations.

#### **Comprehensive Financial Plan**

For comprehensive financial planning services we may charge an hourly fee or we may negotiate a flat fee which will be commensurate with the time involved and the hourly rate. A flat rate can help reduce a client’s worries about making changes and asking questions. Flat fees typically range from \$3,000 to \$8,000. We will give you advice on your financial concerns, including, but not limited to: investments, taxes, insurance, retirement and estate planning. A flat fee would be based on the estimated number of hours the project would take multiplied by our hourly rate. Here are the two possible financial planning fee structures:

- An hourly fee paid for hours worked
- A one-time flat rate based on estimated hours to be worked.

### **Asset Management Fees**

We manage your account for a percentage of the assets under our management. It is important to note that many investments that are used (such as mutual funds and exchange traded funds) have internal expenses that must also be considered in making investment decisions.

Depending on the size and complexity of your account, the annual negotiable fee for **Asset Management** only is between 0.5% and 1.2%. Such fees calculated based on asset values on the last day of the quarter. The fee is paid quarterly, at the end of each quarter.

The most typical range is from 0.8% to 1.1%.

## **Wealth Planning Fees**

If this service is appropriate, clients will be eligible for a reduced rate on both **financial planning** and **asset management** fees to account for the efficiency of combining these services. We collect the fee quarterly, at the end of each quarter.

The annual negotiable fee for **Wealth Planning** is between 0.6% and 1.3%. Such fees are calculated based on asset values on the last day of the quarter. The fee is paid quarterly, at the end of each quarter.

The most typical range is from 0.9% to 1.2%.

- A “percentage of net worth” fee may also be used. This would tend to tie our interests in more tightly with the client’s overall circumstances.
- A third option would be a flat annual fee, to be re-negotiated each year, based on the net worth and complexity of the client’s circumstances.

## **Refunds**

Refunds - If you wish to terminate our association, any prepaid fees which are not allocated to hours worked, will be promptly refunded to you. Financial planning fees are also fully refundable if requested within 5 days of being paid. You may request a refund by notifying us in writing (by mail or in-person) at Advanced Portfolio Design, LLC 515 Groton Road, Westford, MA 01886. Asset management fees are charged after they are earned and are not refundable.

## **Item 6 Performance-Based Fees**

We do not have performance-based fees because we believe that they could influence us to recommend more aggressive investment strategies than what is appropriate for the client.

## **Item 7 Types of Clients**

- Most of our clients are families, individuals or business owners, but we will also work with businesses, charities and trusts & estates.
- We do not currently have a minimum size for client accounts.
- We believe our company is very well suited to work with clients with investment portfolios between \$500,000 and \$10,000,000.

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

**Portfolio Design** - We design portfolios based on **Asset Allocation** planning (Modern Portfolio Theory). Please refer to <http://www.sec.gov/investor/pubs/assetallocation.htm> for some good information on asset allocation planning. We generally use computer-based allocation software to design the long term overall strategy. We will remain adaptable and will allow portfolios to vary from the model based on the client's opinion or our opinion of the current economic and investment environment or other issues that may affect the client.

We may also help our clients design their own allocation strategy if they have different ideas than conventional portfolio theories.

Simple computer models will be used for simple cases or smaller portfolios. More complex models will be used as appropriate. Additional complexity will be built in for portfolios requiring varying tax brackets, and varying cash flows or to work with investments you have which may not be repositionable.

Clients may select an active or a passive investment style. We help clients prepare for the money they will spend tomorrow and thirty years from now, as well as the wealth that will be left behind for heirs or charities.

**Investment Selection** - We give advice on (but don't necessarily recommend) all types of securities, ranging from stocks, bonds, mutual funds, ETFs, CDs to commodities. We engage primarily in fundamental security analysis. Our main sources of information are professional research materials prepared by others, corporate rating services, annual reports and company press releases. Most of our investment strategies rely on developing a diversified portfolio of mutual funds and exchange traded funds using modern portfolio theory.

To date we have not recommended Separately Managed Accounts (SMAs) to our clients. We will continue to evaluate SMAs on an ongoing basis to determine whether they may be an appropriate and cost effective investment strategy for our high net worth clients.

## **Item 9 Disciplinary Information**

We have no legal or disciplinary history.

You may obtain disciplinary history information for investment advisers in Massachusetts from the MA Securities Division by calling (617) 727-3548.

Similar information may be obtained about investment advisers in New Hampshire by calling the NH Bureau of Securities at (603) 271-1463.

## **Item 10 Other Financial Industry Activities and Affiliations**

Advanced Portfolio Design, LLC does not have any financial industry affiliations.

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

### Code of Ethics

We have adopted the NAPFA code of ethics. NAPFA, the **National Association of Personal Financial Advisers**, is the nation's leading organization dedicated to the advancement of Fee-Only comprehensive financial planning. Consumers and the media look to NAPFA for access to financial advisers who meet the highest standards for professional competency, comprehensive financial planning and Fee-Only compensation. To find out more about NAPFA please visit the NAPFA web site online at <http://www.napfa.org/HomeMore.asp>. Because of conflict-of-interest restrictions, fiduciary requirements, and continuing education requirements, we believe the NAPFA code of ethics is the strongest in the industry.

#### NAPFA Code of Ethics

**Objectivity:** NAPFA members strive to be as unbiased as possible in providing advice to clients, and NAPFA members practice on a Fee-Only basis.

**Confidentiality:** NAPFA members shall keep all client data private, unless authorization is received from the client to share it. NAPFA members shall treat all documents with care and take care when disposing of them. Relations with clients shall be kept private.

**Competence:** NAPFA members shall strive to maintain a high level of knowledge and ability. Members shall attain continuing education at least at the minimum level required by NAPFA. Members shall not provide advice in areas where they are not capable.

**Fairness & Suitability:** Dealings and recommendation with clients will always be in the client's best interests. NAPFA members put their clients first.

**Integrity & Honesty:** NAPFA members will endeavor to always take the high road and to be ever mindful of the potential for misunderstanding that can accrue in normal human interactions. NAPFA members will be diligent to keep actions and reactions so far aboveboard that a thinking client or other professional would not doubt intentions. In all actions, NAPFA members should be mindful that in addition to serving our clients, we are about the business of building a profession, and our actions should reflect this.

**Regulatory Compliance:** NAPFA members will strive to maintain conformity with legal regulations.

**Full Disclosure:** NAPFA members shall fully describe method of compensation and potential conflicts of interest to clients and also specify the total cost of investments.

**Professionalism:** NAPFA members shall conduct themselves in a way that would be a credit to NAPFA at all times. NAPFA membership involves integrity, honest treatment of clients, and treating people with respect.

We also subscribe to the Certified Financial Planner® code of ethics as well.



## **Participation or Interest in Client Transactions**

We do not participate in investments with our clients.

## **Personal Trading Policy**

Our personal trading policy refers to transactions made by our employees or owner for their own account or for an account owned by our company. We have no company trading account at this time.

Personal Trading by our employees is infrequent and on a very small scale and is very unlikely to impact our clients in any way.

Advanced Portfolio Design, LLC maintains an in-depth personal trading policy within its compliance manual. Here is a summary of key points of the policy:

- Client trades at our company are only made by Peter Canniff, Jennifer Murphy, or Hope Canniff.
- If we happen to be following the same advice about buying or selling a relevant security that we are recommending to a client; it is our policy to make sure that the client's transactions come first.
- If we happen to be making a transaction for our own accounts that is the opposite of what we are telling a client to do, we will give the client a written explanation of the conflict and the reason why. A good example of that would be if we were selling off shares of a stock to fund a cash flow need, while at the same time telling you that it is a good stock for you to buy, we believe you would deserve a good explanation of the discrepancy between what we are doing and what we are telling you to do.
- We review all relevant employee investment transactions every quarter.
- Employees are not allowed to make private placement investments or to invest in Initial Public Offerings (IPOs) without getting permission from the appropriate compliance manager at Advanced Portfolio Design, LLC.

## **Item 12 Brokerage Practices**

### **Selecting a brokerage company**

We generally recommend that our clients hold their accounts at a broker that allows us broad access to our clients' account information. We currently recommend that our clients use Fidelity Investments. They have an excellent reputation, low costs to the client and very large investment selections. They provide our firm with the capability of downloading client account information, on a daily basis, in a format that integrates well with our financial planning and portfolio management software.

If you would like us to manage assets that are held outside of Fidelity, in most cases we will likely need to rely on quarterly account statements provided by you to review those accounts.

### **Conflicts of Interest**

Our business has been designed to minimize all possible conflicts of interest. Whenever we feel there is a potential conflict of interest with our clients, we will discuss it with the client up front.

### Potential conflicts

- Since most of our fees are based on a percentage of managed assets, we may have a financial incentive to discourage you from spending or giving away your assets. We will always disclose this conflict clearly and immediately upon discussing such issues.
- Since we get paid asset management fees on assets that you bring over to our management, we may have a conflict of interest in advising you that we are better for you than your previous provider.

### Ways we avoid conflicts of interest

- We are an independent, fee-only financial advisory firm. We do not earn sales commissions by selling securities or insurance products. We do not work for investment companies or insurance companies. We work only for you, our clients.
- The work we do and the recommendations we make are intended to be in the client's best interest.
- You are free to select any broker you wish for implementation of our advice. If you want us to handle transactions for your accounts you will need to select a broker that will allow us to do so.
- If you want us to recommend a broker, you will get a recommendation based on the broker's costs, skills, reputation, dependability and compatibility with you, and not upon any financial agreement between the recommended broker and us.

## Item 13 Review of Accounts

### Investment Reviews

Managed Assets - For our **asset management** clients and our **wealth planning** clients we prepare a quarterly performance and asset allocation report. We will also include a written commentary and detailed investment data at least annually. We believe clients have a right to know what their investments are, why they have them, and how they are doing. We will review these reports together in-person, or by phone, with each client at least annually. For many clients, a quarterly review is most appropriate.

We review managed accounts (asset management) on an ongoing basis. We screen all managed investments once each quarter to rate them as a buy, sell, hold or probation. Using that information, we provide written recommendations to each client based on various factors that should be considered such as their asset allocation plan, their tax situation, their goals and other factors related to the economic outlook.

Outside Accounts - Accounts at other money managers are reviewed as the clients provide copies of statements to us.

Financial Planning clients- For financial planning clients we will review their investments when producing the financial plan.

**Financial Plan Reviews** - Financial plan reviews are performed as-needed based on the client's needs. This is generally based on our regular discussions with the client regarding their financial situation. For example a tax review may be annual, but an estate review may be only upon a change to the client circumstances or the estate tax laws.

## **Item 14 Client Referrals and Other Compensation**

We do not compensate anyone, either directly or indirectly, for client referrals.

## **Item 15 Custody**

Advanced Portfolio Design, LLC does not take traditional custody of our clients' investments. Managed assets will be held at custodians such as Fidelity Investments. These well-known custodians will hold your investments for you and will provide you with regular account statements. The account statements from your custodian(s) will indicate the amount of our advisory fees deducted from your account(s) each billing period. You should carefully review account statements for accuracy. You may access information about your accounts directly through them if you like online, by telephone, email, or by regular mail.

Deemed Custody – Some of our accounts are set up to allow clients to verbally ask us to move money or assets for them. Some examples are to transfer cash to their bank accounts for their cash flow needs or to move money to or from retirement accounts to meet tax planning needs or tax law requirements. Recent rule changes at the SEC and the Commonwealth of Massachusetts have determined that our ability to transfer money or investments out of a client's account at the client's request counts as us having custody.

## **Item 16 Investment Discretion**

We manage advisory accounts on a discretionary or non-discretionary basis. If you enter into a non-discretionary arrangement with our firm, we only complete transactions after obtaining specific permission from you the client. We make a recommendation, we discuss it with the client, and then we would make the transaction if the client authorizes it.

We may also follow a client's investment instructions where the investment was the client's suggestion.

If you provide us with discretionary authority, which will be evidenced via the written, discretionary agreement between the client and the Firm, we will have the authority to determine the selection and amount of securities to be purchased or sold for your account(s), without contacting you prior to each trade for approval.

You may specify investment objectives, guidelines, and/or impose certain conditions or investment parameters for your account(s). For example, you may specify that the investment in any particular stock or industry should not exceed specified percentages of the value of the portfolio and/or place other restrictions or prohibitions of transactions in the securities of a specific industry or security.

## **Item 17 Voting Client securities**

Owners of shares of stocks, mutual funds and other securities often have proxy voting rights for those securities. Advanced Portfolio Design, LLC does not vote proxies on behalf of clients. All clients will

receive proxy materials directly from their custodian(s). We may answer a client's questions regarding proxy-voting matters, but we will not vote the proxy for any client.

## **Item 18 Financial Information**

Advanced Portfolio Design, LLC does not have any financial condition that could impact its ability to continue properly serving its clients.

We do not accept prepayment of fees of more than \$500 per client more than six months in advance.

We do not take custody of client assets, so we are not required to provide an audited balance sheet.

## Item 19 Requirements for State-Registered Advisers

### Adviser Biographies

#### **Peter J. Canniff, CFP® professional**

The Founder and Principal of Advanced Portfolio Design, LLC, is Peter J. Canniff, CERTIFIED FINANCIAL PLANNER™ professional. Peter was born in Quincy Massachusetts in 1966. Peter graduated from Fitchburg State College in 1988 with a degree in business management.

College work experience led to a six-year run in restaurant management after graduation. Starting in 1994, Peter worked for 13 years in financial planning and portfolio design at a national financial planning firm.

Peter has been working in financial planning for over 28 years. Peter has a strong belief in putting the clients' needs ahead of our own by holding ourselves to a fiduciary standard and operating as a Fee-Only financial planning and asset management company. In order to operate as a Fee-Only adviser, Peter founded Advanced Portfolio Design, LLC in 2006 serving clients primarily in New Hampshire and Massachusetts.

One of Peter's favorite things about financial planning and investment management is helping people take advantage of financial strategies that would have otherwise been a serious missed opportunity.

Peter feels that the areas that he can be most helpful to clients are:

- Retirement Planning
- Investment and Asset Allocation strategies
- Tax strategies
- Estate Planning
- College Planning
- Getting the most out of complicated employee benefits plans
- Other Financial Goal Planning
- Cash Flow and Cash Reserve strategies
- Debt Management strategies
- Insurance and protection planning

Peter and his family have been living in Tyngsboro, MA since 2008 and spent 18 years in the Nashua, NH area before that. Peter has been married to his wife Nicole since 1992 and is very happy to have his daughter Hope working with him in the family business.

For further information involving firm personnel please refer to the accompanying Form ADV Part 2B brochure supplement.

## **Jennifer A. Murphy, CFP® professional**

Jennifer started at Advanced Portfolio Design, LLC in May 2016. Jennifer has achieved the CERTIFIED FINANCIAL PLANNER™ professional certification and is a Registered Investment Adviser Representative who holds a FINRA Series 65 securities license.

Jennifer provides comprehensive financial planning services across all areas of financial planning. Jennifer particularly enjoys retirement and tax planning. She also assists with new client onboarding, as well as reporting and special project support.

Jennifer graduated from Bentley University in 2005 with a Bachelor of Science in Corporate Finance & Accounting. In 2007, Jennifer received a Master of Science in Taxation with a Certificate in Financial Planning from Bentley University.

After working in the financial services industry for over 10 years, including managing the SEC reporting functions for multiple public companies, Jennifer made the career change to financial planning. Jennifer's focus on the core financial planning values enables clients to have a general level of comfort knowing that their finances are in order and that they have ongoing support for any future financial decisions.

Jennifer lives in Lowell, MA with her husband, Matthew and their young daughter. Jennifer enjoys spending time with her family, traveling, and walking their dog, Molly and she is an avid New England sports fan.

For further information involving firm personnel please refer to the accompanying Form ADV Part 2B brochure supplement.

**Hope S. Canniff**

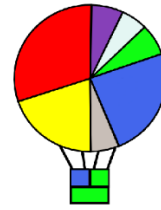
Hope has been working at Advanced Portfolio Design for several years. During college she worked full time for three summers and began working full-time year-round in January of 2022.

Hope has a Bachelor of Science in Finance from The University of Massachusetts, Lowell. Hope enjoys financial planning and finds it rewarding because there is such a great need for good financial advice in our complex society.

Hope enjoys travel, hiking and cooking and is definitely a dog person.

For further information involving firm personnel please refer to the accompanying Form ADV Part 2B brochure supplement.

# *Advanced Portfolio Design, LLC*



## Form ADV Part 2B – Individual Disclosure Brochure

*for*

### **Peter Canniff**

Personal CRD Number: **2513892**

Investment Adviser Representative

**This brochure supplement provides information about Peter Canniff that supplements the Advanced Portfolio Design, LLC brochure. You should have received a copy of that brochure. Please contact Peter Canniff at (978) 850-4910 if you did not receive the Advanced Portfolio Design brochure or if you have any questions about the contents of this supplement.**

**Additional information about Peter Canniff is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

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## Item 2 – Educational Background and Business Experience

*Year of Birth* - 1966

### *Educational Background*

- Fitchburg State College – Bachelor’s Business Management, 1988

### *Business Background*

2006 - Present	Owner/Investment Adviser Advanced Portfolio Design, LLC
1994 - 2006	Financial Planner Ameriprise Financial

### *Professional Certifications*

#### **CFP® - Certified Financial Planner**

I am certified for financial planning services in the United States by Certified Financial Planner Board of Standards, Inc. (“CFP Board”). Therefore, I may refer to myself as a Certified Financial Planner™ professional or a CFP® professional, and I may use these and CFP Board’s other certification marks (the “CFP Board Certification Marks”). CFP® certification is voluntary. No federal or state law or regulation requires financial planners to hold CFP® certification. You may find more information about CFP® certification at [www.cfp.net](http://www.cfp.net)

CFP® professionals have met CFP Board’s high standards for education, examination, experience, and ethics. To become a CFP® professional, an individual must fulfill the following requirements:

- Education** – Earn a bachelor’s degree or higher from an accredited college or university and complete CFP Board-approved coursework at a college or university through a CFP Board Registered Program. The coursework covers the financial planning subject areas CFP Board has determined are necessary for the competent and professional delivery of financial planning services, as well as a comprehensive financial plan development capstone course. A candidate may satisfy some of the coursework requirement through other qualifying credentials.
- Examination** – Pass the comprehensive CFP® Certification Examination. The examination is designed to assess an individual’s ability to integrate and apply a broad base of financial planning knowledge in the context of real-life financial planning situations.
- Experience** – Complete 6,000 hours of professional experience related to the personal financial planning process, or 4,000 hours of apprenticeship experience that meets additional requirements.
- Ethics** – Satisfy the Fitness Standards for Candidates for CFP® Certification and Former CFP® Professionals Seeking Reinstatement and agree to be bound by CFP Board’s Code of Ethics and Standards of Conduct (“Code and Standards”), which sets forth the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements to remain certified and maintain the right to continue to use the CFP Board Certification Marks:

- **Ethics** – Commit to complying with CFP Board’s Code and Standards. This includes a commitment to CFP Board, as part of the certification, to act as a fiduciary, and therefore, act in the best interests of the client, at all times when providing financial advice and financial planning. CFP Board may sanction a CFP® professional who does not abide by this commitment, but CFP Board does not guarantee a CFP® professional's services. A client who seeks a similar commitment should obtain a written engagement that includes a fiduciary obligation to the client.
- **Continuing Education** – Complete 30 hours of continuing education hours every two years to maintain competence, demonstrate specified levels of knowledge, skills, and abilities, and keep up with developments in financial planning. Two of the hours must address the Code and Standards.

### **Item 3 – Disciplinary Information**

Peter Canniff has not been involved in any legal or disciplinary events that would be material to a client’s evaluation of Peter Canniff or Advanced Portfolio Design, LLC

### **Item 4 – Other Business Activities**

Peter Canniff is not engaged in any other investment related business and does not receive compensation in connection with any business activity outside of Advanced Portfolio Design, LLC

### **Item 5 – Additional Compensation**

Peter Canniff does not receive economic benefits from any person or entities other than Advanced Portfolio Design.

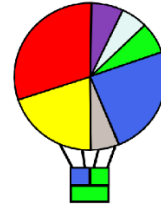
### **Item 6 – Supervision**

As Founder and Chief Compliance Officer of Advanced Portfolio Design, LLC Peter Canniff adheres to and is bound by all firm policies and procedures. Questions can be directed by calling the telephone number of the cover of this brochure supplement.

### **Item 7 – Requirements for State Registered Advisers**

- A. Peter Canniff has not been involved with any arbitration or administrative proceeding events.
- B. Peter Canniff has not been the subject of a bankruptcy petition.

# *Advanced Portfolio Design, LLC*



## Form ADV Part 2B – Individual Disclosure Brochure

*for*

**Jennifer Murphy**

Personal CRD Number: **6648418**

Investment Adviser Representative

**This brochure supplement provides information about Jennifer Murphy that supplements the Advanced Portfolio Design, LLC brochure. You should have received a copy of that brochure. Please contact Jennifer Murphy at (978) 850-4910 if you did not receive the Advanced Portfolio Design brochure or if you have any questions about the contents of this supplement.**

**Additional information about Jennifer Murphy is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

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## Item 2 – Educational Background and Business Experience

*Year of Birth* - 1983

### *Educational Background*

- Bentley University – Bachelor of Science in Corporate Finance & Accounting, 2005

### *Business Background*

- Advanced Portfolio Design, LLC –Investment Adviser, 05/2016 - Present

### *Professional Certifications*

CFP® - Certified Financial Planner

I am certified for financial planning services in the United States by Certified Financial Planner Board of Standards, Inc. (“CFP Board”). Therefore, I may refer to myself as a Certified Financial Planner™ professional or a CFP® professional, and I may use these and CFP Board’s other certification marks (the “CFP Board Certification Marks”). CFP® certification is voluntary. No federal or state law or regulation requires financial planners to hold CFP® certification. You may find more information about CFP® certification at [www.cfp.net](http://www.cfp.net)

CFP® professionals have met CFP Board’s high standards for education, examination, experience, and ethics. To become a CFP® professional, an individual must fulfill the following requirements:

- **Education** – Earn a bachelor’s degree or higher from an accredited college or university and complete CFP Board-approved coursework at a college or university through a CFP Board Registered Program. The coursework covers the financial planning subject areas CFP Board has determined are necessary for the competent and professional delivery of financial planning services, as well as a comprehensive financial plan development capstone course. A candidate may satisfy some of the coursework requirement through other qualifying credentials.
- **Examination** – Pass the comprehensive CFP® Certification Examination. The examination is designed to assess an individual’s ability to integrate and apply a broad base of financial planning knowledge in the context of real-life financial planning situations.
- **Experience** – Complete 6,000 hours of professional experience related to the personal financial planning process, or 4,000 hours of apprenticeship experience that meets additional requirements.
- **Ethics** – Satisfy the Fitness Standards for Candidates for CFP® Certification and Former CFP® Professionals Seeking Reinstatement and agree to be bound by CFP Board’s Code of Ethics and Standards of Conduct (“Code and Standards”), which sets forth the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements to remain certified and maintain the right to continue to use the CFP Board Certification Marks:

- **Ethics** – Commit to complying with CFP Board’s Code and Standards. This includes a commitment to CFP Board, as part of the certification, to act as a fiduciary, and therefore, act in the best interests of the client, at all times when providing financial advice and financial planning. CFP Board may sanction a CFP® professional who does not abide by this commitment, but CFP Board does not guarantee a CFP® professional's services. A client who seeks a similar commitment should obtain a written engagement that includes a fiduciary obligation to the client.
- **Continuing Education** – Complete 30 hours of continuing education hours every two years to maintain competence, demonstrate specified levels of knowledge, skills, and abilities, and keep up with developments in financial planning. Two of the hours must address the Code and Standards.

### **Item 3 – Disciplinary Information**

Jennifer Murphy has not been involved in any legal or disciplinary events that would be material to a client’s evaluation of Jennifer Murphy or Advanced Portfolio Design, LLC

### **Item 4 – Other Business Activities**

Jennifer Murphy is not engaged in any other investment related business and does not receive compensation in connection with any business activity outside of Advanced Portfolio Design, LLC

### **Item 5 – Additional Compensation**

Jennifer Murphy does not receive economic benefits from any person or entities other than Advanced Portfolio Design.

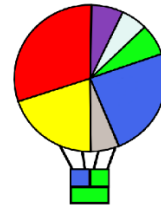
### **Item 6 – Supervision**

As a representative of Advanced Portfolio Design, LLC, Jennifer Murphy is supervised by Peter Canniff, the Firm's Chief Compliance Officer. Peter Canniff is responsible for ensuring that Jennifer Murphy adheres to all required regulations regarding the activities of an Investment Adviser Representative, as well as all policies and procedures outlined in the firm’s Code of Ethics and compliance manual. The phone number for Peter Canniff is (978) 850-4910.

### **Item 7 – Requirements for State Registered Advisers**

- A. Jennifer Murphy has not been involved with any arbitration or administrative proceeding events.
- B. Jennifer Murphy has not been the subject of a bankruptcy petition.

# *Advanced Portfolio Design, LLC*



## Form ADV Part 2B – Individual Disclosure Brochure

*for*

### **Hope Canniff**

Personal CRD Number: **7624506**

Investment Adviser Representative

**This brochure supplement provides information about Hope Canniff that supplements the Advanced Portfolio Design, LLC brochure. You should have received a copy of that brochure. Please contact Hope Canniff at (978) 850-4910 if you did not receive the Advanced Portfolio Design brochure or if you have any questions about the contents of this supplement.**

**Additional information about Hope Canniff is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

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515 Groton Road, Suite 201  
Westford  
MA 01886  
(978) 850-4910  
[www.advancedportfoliodesign.com](http://www.advancedportfoliodesign.com)

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

*Year of Birth* - 1999

### ***Educational Background***

- UMass Lowell – BS Business Management in Finance & Management, 2021

### ***Business Background***

- Advanced Portfolio Design, LLC – Financial Planning Intern 05/2019 – 08/2022
- Advanced Portfolio Design, LLC – Investment Adviser, 08/2022 - Present

## **Item 3 – Disciplinary Information**

Hope Canniff has not been involved in any legal or disciplinary events that would be material to a client's evaluation of Hope Canniff or Advanced Portfolio Design, LLC

## **Item 4 – Other Business Activities**

Hope Canniff is not engaged in any other investment related business and does not receive compensation in connection with any business activity outside of Advanced Portfolio Design, LLC

## **Item 5 – Additional Compensation**

Hope Canniff does not receive economic benefits from any person or entities other than Advanced Portfolio Design.

## **Item 6 – Supervision**

As a representative of Advanced Portfolio Design, LLC, Hope Canniff is supervised by Peter Canniff, the Firm's Chief Compliance Officer. Peter Canniff is responsible for ensuring that Hope Canniff adheres to all required regulations regarding the activities of an Investment Adviser Representative, as well as all policies and procedures outlined in the firm's Code of Ethics and compliance manual. The phone number for Peter Canniff is (978) 850-4910.

## **Item 7 – Requirements for State Registered Advisers**

- A. Hope Canniff has not been involved with any arbitration or administrative proceeding events.
- B. Hope Canniff has not been the subject of a bankruptcy petition.