

Part 2B of Form ADV

For

Longview Financial Advisors, Inc

April 10, 2020

Item 1- Cover Page

**Offices: 2430 L&N Drive, Suite A, Huntsville, AL 35801
110 Bay Street, Gadsden, AL 35901**

Phone: 256-534-1196

This Brochure Supplement provides information about Jeffrey Cedarholm, Jessica Hovis Smith, Charles Wesley Johnson, P. Andrew Gipner, and Jeffrey W. Jones that supplements the Longview Financial Advisors, Inc. Brochure. You should have received a copy of that Brochure. Please contact Debbie Wright at 256-534-1196 if you did not receive Longview Financial Advisors, Inc.'s Brochure or if you have any questions about the contents of this supplement.

Additional information about Longview Financial Advisors, Inc. is available on the SEC's website at www.adviserinfo.sec.gov.



Item 2- Educational Background and Business Experience

Year of Birth: 1952

Formal Education After High School:

- Washington & Lee University, Bachelor of Science, Geology, 1974
- College of Financial Planning, CFP® Professional Education Program, 2000
- The American College, Chartered Financial Consultant® (ChFC®), 2002
- The American College, Chartered Life Underwriter® (CLU®), 2003
- Investments & Wealth Institute, Certified Investment Management Analyst® (CIMA®), 2018

Examinations/Associations:

- CERTIFIED FINANCIAL PLANNER™ Exam, 2000
- NASD Series 65, Uniform Investment Adviser Law Exam, March 2000
- Certified Investment Management Analyst Exam, 2018
- Member, Financial Planning Association, August 1999 to 2017
- NAPFA Registered Financial Advisor, National Association of Personal Financial Advisors, August 1999 to present
- Member, Investments and Wealth Institute®, 2017 to present

Business Background:

- Chief Investment Officer, Longview Financial Advisors, Inc., 2020
- President and Chief Investment Officer, Longview Financial Advisors, Inc., 2010 to 2019
- President, Longview Financial Advisors, LLC, 2008 – 2009
- Owner, Cedarholm & Eugenias, LLC, 2003 – 2008
- President, Cedarholm Advisors, 2000 – 2003
- Owner, Cedar Properties, 1981 to present (rental real estate)
- Owner and Manager, ESI Metals Corporation, 1974 – 1999
- Owner, Cedar II, Inc., (Equipment Leasing Company), 1984 – 1999

Item 3- Disciplinary Information

There are no legal or disciplinary events against Jeffrey Cedarholm.

Item 4- Other Business Activities

Jeffrey is not involved in any business that would create a conflict of interest with his duties at Longview.

Item 5- Additional Compensation

Jeffrey does not receive any special compensation that would deter him from focusing his efforts on the best interest of the client.

Item 6 - Supervision

As Chief Investment Officer of the firm, Jeff leads the investment team, which is responsible for selecting & approving all investments, making trades, and preparing economic and investment presentations for clients. His activities are monitored by the Chief Compliance Officer and President of the firm, Jessica Hovis Smith (2430 L&N Drive, Suite A, Huntsville, AL 35901 – 256-534-1196) by implementation of the company's compliance policies and procedures.



Item 2- Educational Background and Business Experience

Year of Birth: 1982

Formal Education After High School:

- University of Alabama, Bachelor of Science, Consumer Sciences with emphasis on Family Financial Planning and Counseling, 2005
- College For Financial Planning, Certified Mutual Fund Counselor program, 2007
- The American College, Chartered Life Underwriter® (CLU®), 2008
- Investments and Wealth Institute, Certified Private Wealth Advisor certification program in conjunction with The University of Chicago Booth School of Business, 2012
- The American College, Chartered Advisor In Philanthropy® Designation Program, 2016

Examinations/Associations:

- CERTIFIED FINANCIAL PLANNER™ Exam, 2006
- Chartered Life Underwriter® Examinations, 2008
- Chartered Private Wealth AdvisorSM Exam, 2012
- Chartered Advisor In Philanthropy® Examinations, 2015 - 2016
- NAPFA Registered Financial Advisor, National Association of Personal Financial Advisors, January 2008 to present
 - South Region Board Member of the National Association of Personal Financial Advisors, 2009 to 2013

- Member, Investments and Wealth Institute®, 2012 to present
- Huntsville Financial and Estate Planning Council Member, 2010 to present
 - Council Board Member, 2013 to 2016

Business Background:

- President and Chief Compliance Officer, Longview Financial Advisors, 2020
- Vice President and Chief Compliance Officer, Longview Financial Advisors, 2012 to 2019
- Financial Planner, Longview Financial Advisors, Inc., 2010 to present
- Financial Planner, West Financial Consulting, Inc., 2005-2009

Item 3- Disciplinary Information

There are no legal or disciplinary events against Jessica.

Item 4- Other Business Activities

Jessica is not involved in any business that would create a conflict of interest with her duties at Longview.

Item 5- Additional Compensation

Jessica does not receive any special compensation that would deter her from focusing her efforts on the best interest of the client.

Item 6 - Supervision

As the President and a financial planner at Longview, Jessica provides investment status of accounts to clients and presents investment presentations created by Longview's investment team, overseen by Jeffrey Cedarholm, Chief Investment Officer (110 Bay Street, Gadsden, AL 35901). Jessica is supervised by the Board of Longview Financial Advisors, Inc.

CHARLES WESLEY JOHNSON, CIMA®



Item 2- Educational Background and Business Experience

Year of Birth: 1983

Formal Education After High School:

- Jacksonville State University, Bachelor of Science in Economics, 2005
- University of Alabama, Master of Science, Consumer Sciences with emphasis on Family Financial Planning and Counseling, 2006
- Investments & Wealth Institute, Certified Investment Management Analyst® (CIMA®), 2018

Examinations/Associations:

- Certified Investment Management Analyst Exam, 2018
- NASD Series 65, Uniform Investment Adviser Law Exam, March 2019
- Corporate Member, National Association of Personal Financial Advisors, (NAPFA), 2012 to present
- Member, Investments and Wealth Institute®, 2017 to present

Business Background:

- Investment Analyst, Longview Financial Advisors, Inc., 2010 to present
- Investment Analyst, Longview Financial Advisors, LLC, 2008 - 2009
- Investment Analyst, Cedarholm & Eugenias, LLC, 2006 – 2008

Item 3- Disciplinary Information

There are no legal or disciplinary events against Charles Wesley Johnson.

Item 4- Other Business Activities

Charles is not involved in any business that would create a conflict of interest with his duties at Longview.

Item 5- Additional Compensation

Charles does not receive any special compensation that would deter him from focusing his efforts on the best interest of the client.

Item 6 - Supervision

As a Senior Investment Analyst for the firm, Charles is a part of the investment team, which is responsible for selecting & approving all investments, making trades, and preparing economic and investment presentations for clients. His activities are monitored by the Chief Investment Officer, Jeffrey Cedarholm, (110 Bay Street, Gadsden, AL 35901) and the Chief Compliance Officer, Jessica Hovis Smith (2430 L&N Drive, Suite A, Huntsville, AL 35901 – 256-534-1196) by implementation of the company's compliance policies and procedures.

P. ANDREW GIPNER, CFP®, M.S.



Item 2- Educational Background and Business Experience

Year of Birth: 1987

Formal Education After High School:

- University of Alabama, Bachelor of Science, Education with emphasis in Social Science, 2010
- University of Alabama, Master of Science, Consumer Sciences with emphasis on Family Financial Planning and Counseling, 2011
- National Association of Personal Financial Advisors Residency Program, 2011
- Financial Planning Association Residency Program, 2013
- The American College, Accredited Estate Planner Designation Program, 2016 - 2019

Examinations/Associations:

- CERTIFIED FINANCIAL PLANNER™ Exam, 2013
- NAPFA Registered Financial Advisor, National Association of Personal Financial Advisors, (NAPFA), 2013 to present
 - Committee member of NAPFA Genesis, a sub-group of NAPFA that is dedicated to the professional growth and development of financial advisors age 33 and younger, 2013-2016
- Member of the Financial Planning Association, (FPA)
- Huntsville Financial and Estate Planning Council Member, 2016 to present
- Member, Investments and Wealth Institute®, 2019 to present
- Accredited Estate Planner® Examinations, 2019

Business Background:

- Longview Financial Advisors, Inc., 2011 to Present
- First Protective Insurance Group, 2010-2011

Item 3- Disciplinary Information

There are no legal or disciplinary events against Andrew.

Item 4- Other Business Activities

Andrew is not involved in any business that would create a conflict of interest with his duties at Longview.

Item 5- Additional Compensation

Andrew does not receive any special compensation that would deter him from focusing his efforts on the best interest of the client.

Item 6 - Supervision

As a financial planner of the firm, Andrew provides investment status of accounts to clients and presents investment presentations created by Longview's investment team, overseen by Jeffrey Cedarholm, Chief Investment Officer (110 Bay Street, Gadsden, AL 35901) and the Chief Compliance Officer, Jessica Hovis Smith (2430 L&N Drive, Suite A, Huntsville, AL 35901 – 256-534-1196) by implementation of the company's compliance policies and procedures. Jeffrey Jones, Director of Financial Planning, is his direct supervisor.



Item 2- Educational Background and Business Experience

Year of Birth: 1977

Formal Education After High School:

- University of Alabama in Huntsville, Bachelor of Science in Business Administration, Management of Information Systems, 2001
- University of Alabama, Master of Science, Consumer Sciences with emphasis on Family Financial Planning and Counseling, 2012
- Enrolled Agent preparation course, 2016

Examinations/Associations:

- CERTIFIED FINANCIAL PLANNER™ Exam, 2014
- NAPFA Registered Financial Advisor, National Association of Personal Financial Advisors, (NAPFA), 2015 to present
- Enrolled Agent (EA) examination by the Internal Revenue Service, 2015-2016
 - Authorized to represent clients to the IRS
- Member, Investments and Wealth Institute®, 2019 to present

Business Background:

- Longview Financial Advisors, Inc., 2013 to Present
- Eugenias Advisory Group, LLC, 2012 to 2013
- National Aeronautics and Space Administration (NASA) Contractor, 2006 to 2012
- COLSA Corporation, Department of Defense Contractor, 2000 to 2006

Item 3- Disciplinary Information

There are no legal or disciplinary events against Jeff.

Item 4- Other Business Activities

Jeff is not involved in any business that would create a conflict of interest with his duties at Longview.

Item 5- Additional Compensation

Jeff does not receive any special compensation that would deter him from focusing his efforts on the best interest of the client.

Item 6 - Supervision

As the Director of Financial Planning, Jeffrey Jones provides investment status of accounts to clients and presents investment presentations created by Longview's investment team, overseen by Jeffrey Cedarholm, Chief Investment Officer (110 Bay Street, Gadsden, AL 35901) and the Chief Compliance Officer, Jessica Hovis Smith (2430 L&N Drive, Suite A, Huntsville, AL 35901 – 256-534-1196) by implementation of the company's compliance policies and procedures. Jessica Hovis Smith, President, is his direct supervisor.

PROFESSIONAL DESIGNATIONS

MINIMUM QUALIFICATIONS REQUIRED FOR EACH DESIGNATION

CFP® - Certified Financial Planner™

Issued by: Certified Financial Planner Board of Standards, Inc.

Prerequisites/Experience Required: Candidate must meet the following requirements:

- A bachelor's degree (or higher) from an accredited college or university, and
- Three years of full-time professional experience in the financial planning process or two years of apprenticeship experience that meets additional requirements.

Educational Requirements: Candidate must complete a CFP-board registered program at an accredited university or hold one of the following and complete a capstone course:

- CPA
- ChFC
- Chartered Life Underwriter (CLU)
- CFA
- Ph.D. in business or economics
- Doctor of Business Administration
- Attorney's License

Examination Type: CFP Certification Examination

Continuing Education Requirements: 30 hours every two years

Code of Ethics must be signed and adhered to.

ChFC® - Chartered Financial Consultant®

Issued by: The American College

Prerequisites/Experience Required: Three years of full-time business experience within the five years preceding the awarding of the designation.

Educational Requirements: Six core and two elective courses.

Examination Type: Final proctored exam for each course.

Continuing Education Requirements: 30 hours of continuing education every two years.

Code of Ethics must be signed and adhered to.

CLU®- Chartered Life Underwriter®

Issued by: The American College

Prerequisites/Experience Required: Three years of full-time business experience within the five years preceding the awarding of the designation.

Educational Requirements: Five core and three elective courses

Examination Type: Final proctored exam for each course

Continuing Education Requirements: 30 hours of continuing education every two years.

Code of Ethics must be signed and adhered to.

Enrolled Agent (EA)

Issued by: Internal Revenue Service

Educational Requirements: None; but coursework is available

Examination Type: Three-part comprehensive IRS test covering individual and business tax returns.

Continuing Education/Experience Requirements: 72 hours of continuing education credit over a three-year period, with a minimum of 16 hours each year.

Code of Ethics must be signed and adhered to.

CPWA®- Chartered Private Wealth AdvisorSM

Issued by: Investments and Wealth Institute®

Prerequisites/Experience Required: Five years of full-time professional client-centered experience in financial services or a related industry

Educational Requirements: Six-month self-study program, followed by five days in class at The University of Chicago Booth School of Business

Examination Type: Final comprehensive exam

Continuing Education Requirements: 40 hours of continuing education every two years

Code of Ethics must be signed and adhered to.

CAP® - Chartered Advisor In Philanthropy®

Issued by: The American College

Prerequisites/Experience Required: Three years of full-time business experience within the five years preceding the awarding of the designation.

Educational Requirements: Three master level classes

Examination Type: Final proctored exam for each course.

Code of Ethics must be signed and adhered to.

CIMA® - Certified Investment Management Analyst®

Issued by: Investments and Wealth Institute

Prerequisites/Experience Required: Three years of full-time experience in financial services.

Educational Requirements: Complete executive education through either the University of Chicago Booth School of Business, The Wharton School at the University of Pennsylvania, or the Yale School of Management.

Examination Type: Five-hour proctored exam.

Code of Ethics must be signed and adhered to.

AEP® - Accredited Estate Planner®

Issued by: National Association of Estate Planners & Councils

Prerequisites/Experience Required: Five years of full-time experience in one of the following: accounting; insurance and financial planning; law; philanthropy; and trust services

Educational Requirements: In addition to having one or more of the following credentials: JD (active law license required if this is the only credential with which you are applying), CPA, CLU®, CFP®, ChFC®, CPWA®, CFA, CAP®, CSPG, CTFA, MSFS, and MST, completion of two master's level classes through the American College.

Code of Ethics must be signed and adhered to.

NAPFA (National Association of Personal Financial Advisors) Registered Financial Advisor

Issued by: National Association of Personal Financial Advisors

Prerequisites/Experience Required: Candidate must meet all of the following requirements:

Have at least three years of comprehensive financial planning experience,

Provide investment and/or financial advice on a strictly Fee-Only basis,

Possess the CERTIFIED FINANCIAL PLANNER™ designation awarded by the Certified Financial Planner Board of Standards, Inc.,

Adhere to NAPFA's Fiduciary Oath, Standards of Membership and Affiliation, and Bylaws,

Educational Requirements: Bachelor's Degree

Examination Type: Have a sample comprehensive financial plan pass a peer review process or take part in a direct peer review.

Continuing Education Requirements: 60 hours of continuing education every two years

NAPFA Corporate Member

LONGVIEW has a corporate membership with NAPFA that allows all members of the firm to participate in NAPFA sponsored activities.