

# Shawna Bieda, CFP®

Collins Investment Group,  
a division of XML Financial Group  
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This document provides information about Shawna Bieda that supplements the XML Financial Group (XML) ADV 2A Brochure or Wrap Fee Program Brochure (Brochures). You should have received an XML Brochure. Please contact Compliance at 703.827.2300 if you did not receive XML's Brochures or if you have any questions about the contents of this supplement. The Brochures and additional information about XML and Shawna Bieda are available at [www.finra.org/brokercheck](http://www.finra.org/brokercheck) and/or on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## ITEM 2 EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE

Shawna graduated from the University of Baltimore with a Bachelor of Science degree in Finance. She has also earned the Certified Financial Planner® professional designation. Shawna joined XML Financial Group in 2022 as a Senior Wealth Advisor with the Collins Investment Group division. She is also a registered representative with the affiliated broker-dealer, XML Securities, LLC, member FINRA/SIPC ("XML BD"). Previously, Shawna was a Senior Wealth Planner with Merrill Lynch where she was employed since 2004.

### CERTIFIED FINANCIAL PLANNER™, CFP®

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 high standard of professional education; stringent code of conduct and standards of practice; and ethical requirements that govern professional engagements with clients. The CFP certification maintains rigorous standards. To attain the right to use the CFP marks, an individual must satisfactorily fulfill the following requirements:

- Education: Approved curriculum
- Examination: Comprehensive exam
- Experience: 6,000 hours experience (or 4,000 hours through the apprenticeship pathway)
- Ethics: Strict code of conduct. A CFP must provide financial planning services at a fiduciary standard of care, meaning in the best interests of their clients. Failure to comply could result in suspension or permanent revocation of their CFP certification.
- Continuing Education (CE): Completion of 30 hours of CE every two years.

To learn more about the CFP certification, please visit the CFP Board website: <https://www.cfp.net>.

## ITEM 3 DISCIPLINARY INFORMATION - None

## ITEM 4 OTHER BUSINESS ACTIVITIES

**BROKER AGENT:** Shawna is a registered representative with XML BD. This enables her to effect securities transactions for a commission in her capacity as a broker agent. She is able to offer brokerage services to both clients and non-clients of XML. When acting in the capacity as a broker agent, she will receive compensation based on the sale of securities and brokerage products including, but not limited to, mutual fund share classes that pay sale charges and distribution or service ("trail") fees, transaction commissions, markup and markdowns on principal trades in bonds and other compensation as detailed in the Reg BI Disclosure document. This creates a conflict of interest as there is an inherent incentive to recommend brokerage products and effect transactions based on the broker agent's compensation. Please discuss any questions regarding brokerage compensation and the related conflicts of interest with this professional. Visit <https://www.xmlfg.com/brokerage-services/> to view the Reg BI Disclosure and additional disclosures and policies.

**INSURANCE AGENT:** Shawna is also a licensed insurance agent. He is able to offer insurance products through XML BD, which is also an insurance agency, or through an unaffiliated insurance agency. He is able to offer these services to clients and non-clients of XML. An insurance agent will receive a commission on insurance products sold in accordance with the product's respective commission schedule. The commission schedules typically allow for varied methods of commission payouts. The insurance commissions compensation received is separate from, and in addition to, the compensation he receives in his capacity in providing investment advisory services through XML or securities transactions with the affiliated broker-dealer. This creates a conflict of interest as there is an inherent incentive to recommend insurance products based on the compensation rather than the client's need. The affiliated insurance agency will receive a portion of the insurance commission. This creates a conflict of interest as there is an incentive for business to be placed

under XML BD versus another agency where it will not receive compensation. The agents must meet training criteria and suitability standards which are reviewed as part of the agency's application review process. Please discuss any questions regarding insurance products, the compensation and conflicts of interest with this professional.

**ITEM 5 ADDITIONAL COMPENSATION - None**

**ITEM 6 SUPERVISION**

XML's supervisory system includes, but is not limited to, principal approval of new account applications and program agreements, email sample review, outside account review and trade monitoring. This individual's designated supervisor is Brett Bernstein, CFP®, CEO at 301.770.5234.