



Bradley (Brad) Hess Hartzel

Executive Director, Financial Planning

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This is a supplement to the Financial Engines Advisors, L.L.C. brochure. This supplement describes advisory services provided by Financial Engines Advisors L.L.C. also referred to as Edelman Financial Engines. Please contact us at (833) 752-6333 if you have any questions about our brochure or this supplement.

Educational Background and Experience

Year of Birth: 1983

Formal Education: Bachelor of Arts in Business Management, Washington College

Business Background: Brad has been with Edelman Financial Engines since 2011.

Employment History:

- **2025 - Present:** Executive Director, Financial Planning at Edelman Financial Engines
- **2016 - 2025:** Director, Financial Planning at Edelman Financial Engines
- **2015 - 2016:** Edelman Direct Advisor II at Edelman Financial Engines
- **2012 - 2015:** Edelman Online Advisor at Edelman Financial Engines
- **2011 - 2014:** Client Service Associate at Edelman Financial Engines
- **2008 - 2011:** Financial Advisor at First Allied Securities, Inc.
- **2006 - 2008:** Financial Advisor at Advantage Capital Corporation

Professional Designation(s): CERTIFIED FINANCIAL PLANNER®, Certified Wealth Strategist®

Disciplinary Information

Like all Registered Investment Advisors, we are required to disclose all material facts regarding any legal or disciplinary events that could materially influence your evaluation of your advisor.

Brad has no legal or disciplinary events to report.

Other Business-Related Activities

There is no other business activity to report.

Additional Compensation

Brad may receive additional compensation from the Firm for providing advisory services in limited circumstances, such as when new accounts are opened due to referrals from current clients or for increasing certain types of clients who hold accounts at the firm. Brad receives no economic benefit for providing advisory services from any third parties.

Supervision

Brad is supervised by Ro Mehrotra, Senior Vice President, Wealth Client and his team, who can be reached at (201) 431-5005. Supervision is conducted in a variety of ways, including face to face meetings, telephone calls and the review of activity reports.

Important Information About the CERTIFIED FINANCIAL PLANNER® (CFP®) Designation: Those with the CFP® certification have demonstrated competency in all areas of finance related to financial planning. Candidates for the CFP® mark must pass a certification exam administered by the Certified Financial Planner Board of Standards, Inc. that focuses on more than 100 topics of concern to the financial planning field. In addition to passing the CFP® exam, candidates must also complete qualifying work experience and agree to the CFP Board's Standards and Policies, which include CFP® Certification Requirements, Code of Ethics and Standards of Conduct, Fitness Standards for Candidates and Professionals Eligible for Reinstatement, Procedural Rules, Guide to Use of the CFP® Certification Marks, and Privacy Policy. Finally, certified CFP® professionals must complete 30 hours of continuing education every two years. Certified Financial Planner Board of Standards Inc. owns the marks CFP® certification and CERTIFIED FINANCIAL PLANNER® certification in the U.S., which it awards to individuals who successfully complete CFP Board's initial and ongoing certification requirements.

Important Information About the Certified Wealth Strategist® (CWS®) Designation: The Certified Wealth Strategist® (CWS®) mission is to provide financial services professionals with the technical knowledge, the practice management formula, and the critical client interaction skills to create and build a dynamic Wealth Advisory practice that works effectively with more complex client issues. Candidates must have 3+ years experience in the financial services industry and must have significant experience in a client-facing role, or a 4-year degree from an accredited school. The candidate must complete a multi-step process with both instructor led and self-study 6-month program. The candidate is required to complete 33 (30 General and 3 Ethical) hours of continuing education every two years.