



Don Richard Norris

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: 1958

Formal Education: Don has no formal education after high school to disclose.

Business Background: Don has been with Edelman Financial Engines since 2008.

Employment History:

- **2016 - Present:** Director, Financial Planning at Edelman Financial Engines
- **2014 - 2016:** Senior Vice President-Investments at Financial Engines Advisor Center, LLC
- **2008 - 2014:** Senior Investment Advisor at The Mutual Fund Store-Seattle, LLC

Professional Designation(s): Certified Fund Specialist®, Chartered Retirement Planning Counselor™

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.

Don has no legal or disciplinary events to report.

Other Business-Related Activities

There is no other business activity to report.

Additional Compensation

Don 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. Don receives no economic benefit for providing advisory services from any third parties.

Supervision

Don 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 Fund Specialist® (CFS®) Designation: A Certified Fund Specialist® learns criteria such as alpha, beta, correlation coefficient, first-auto correlation, R-squared and standard deviation that should be incorporated in the selection process. With mutual funds training, a Certified Fund Specialist® can evaluate and compare financial measurements and benchmarks when constructing a portfolio. Candidates of the CFS® program must meet one of the following requirements: (1) a bachelor's degree or (2) one year of financial services work experience. In addition, CFS® candidates must complete 30 hours of continuing education every two years.

Important Information About the Chartered Retirement Planning Counselor™, CRPC™ Designation: The CRPC™ program is issued by the College for Financial Planning and focuses on a course of study encompassing pre- and post-retirement needs and issues related to asset management and estate planning. Although the CRPC™ program requires no prerequisites, Candidates must complete a final designation exam that is online, closed-book and proctored. Additionally, Candidates must complete 16 hours of continuing education every two years.