Edelman Financial Engines™



Jovan J. Rashford

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: 1981

Formal Education: Master of Science in Finance with a specialization in Financial Planning, Purdue University
Bachelor of Science in Business Administration, Mercy College

Business Background: Jovan has been with Edelman Financial Engines since 2019.

Employment History:

- **2024 - Present:** Director, Financial Planning at Edelman Financial Engines
- **2022 - 2024:** Financial Planning Analyst at Edelman Financial Engines
- **2019 - 2022:** Executive Client Service Associate at Edelman Financial Engines
- **2017 - 2018:** Financial Consultant at New York Community Bank
- **2016 - 2017:** Personal Financial Representative at Allstate
- **2015 - 2016:** Financial Service Professional at New York Life Insurance Company
- **2008 - 2010:** Associate, Senior Internal Wholesaler at Allianz Global Investors Distributors, LLC

Professional Designation(s): 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.

Jovan has no legal or disciplinary events to report.

Other Business-Related Activities

There is no other business activity to report.

Additional Compensation

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

Supervision

Jovan 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 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.