

Item 1: Cover Page



This brochure supplement (Form ADV Part 2B - Individual Disclosure Brochure) provides information about a supervised employee of Ellsworth Advisors, LLC (CRD: 297464). You should have received either the Ellsworth Advisors, LLC Firm Brochure (Form ADV Part 2A) or the Wrap Fee Program Brochure (Form ADV Part 2A - Appendix 1). Please contact Michelle Schwab, Chief Compliance Officer if you did not receive these brochures or if you have any questions about the contents of those brochures or this supplement.

Additional information about Ellsworth Advisors LLC and **Kelly Michael Kuennen, CFP®, Managing Director** is also available on the SEC's website at www.adviserinfo.sec.gov.



Kelly M. Kuennen

CERTIFIED FINANCIAL PLANNER™

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Item 2: Educational Background and Business Experience

Name:

Kelly Michael Kuennen

Born: November 1967

Educational Background:

Miami University
Bachelor of Arts, Finance

Graduated: 1990

Business Experience:

Ellsworth Advisors, LLC
Managing Director

09/2018– Present

Ellsworth Private Wealth Management
Financial Professional

01/2015 – 09/2018

Morgan Stanley
Vice President

10/2009 – 01/2015

Professional Designations:

CFP® - Certified Financial Planner

The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP (with flame design) marks (collectively, the “CFP® marks”) are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. (“CFP Board”).

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 (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board’s studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor’s Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board’s financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;

- Examination – Pass the comprehensive CFP® Certification Examination. The examination includes case studies and client scenarios designed to test one’s ability to correctly diagnose financial planning issues and apply one’s knowledge of financial planning to real world circumstances;
- Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- Ethics – Agree to be bound by CFP Board’s *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- i Continuing Education – Complete 30 hours of continuing education hours every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and
- ii Ethics – Renew an agreement to be bound by the *Standards of Professional Conduct*. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board’s enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

Item 3: Disciplinary Information

There are no legal or disciplinary events that are material to a client's or prospective client's evaluation of Ellsworth Advisors, LLC or this supervised employee.

Item 4: Other Business Activities

Kelly Michael Kuennen is a licensed insurance agent. From time to time, he will offer clients advice or products from those activities. Clients should be aware that these services pay a commission and involve a conflict of interest, as commissionable products conflict with the fiduciary duties of a registered investment adviser. Ellsworth Advisors, LLC always acts in the best interest of the client, including the sale of commissionable products to advisory clients.

Clients always have the option to purchase products through other brokers or agents that are not affiliated with Ellsworth Advisors, LLC.

Item 5: Additional Compensation

Other than salary, annual bonuses, or regular bonuses, supervised employees of Ellsworth Advisors, LLC do not receive any economic benefit from any person, company, or organization, in exchange for providing clients advisory services through Ellsworth Advisors, LLC.

Item 6: Supervision

All supervised employees of Ellsworth Advisors, LLC are supervised by Michelle Schwab, Chief Compliance Officer. Among her duties, is to review money movements, transaction history, and correspondence between clients and employees. On a case-by-case basis based on facts and circumstances, further review may be warranted.

Michelle Schwab,
Chief Compliance Officer
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