

## **Form ADV Part 2A**

### **Brochure Cover Page**

Acorn Consulting Services, Inc.

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Paramus, NJ 07652

Phone: 201-986-3980  
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November 30, 2017

**This brochure provides information about the qualifications and business practices of Acorn Consulting Services, Inc. If you have any questions about the contents of this brochure, please contact us Rick@acornconsulting.net. The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.**

**Additional information about Acorn Consulting Services, Inc. also is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

## Form ADV - Material Changes for Part 2A

### Acorn Consulting Services, Inc.

Pursuant to SEC and the state of New Jersey's Rules, we will ensure that you receive a summary of any materials changes to this and subsequent Brochures within 120 days of the close of our business' fiscal year. We may further provide other ongoing disclosure information about material changes as necessary. We will further provide you with a new Brochure as necessary based on changes or new information, at any time, without charge. Currently, our Brochure may be requested by contacting Rick Russell, President at 201-986-3980 or Rick@acornconsulting.net.

The following are material changes since the last annual amendment on March 3, 2017.

Item 4: New advisory services are described as Comprehensive Planning and Wealth Management

Item 5: New fee schedules for Comprehensive Planning, Wealth Management and Financial Planning

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## Acorn Consulting Services, Inc.

### Item 4 Advisory Business

Acorn Consulting Services, Inc. DBA Acorn Consulting was established in 1995 and its founder and principal owner is Frederick Joseph Russell, III (Rick Russell).

Acorn Consulting is a Registered Investment Advisor with the States of New Jersey and New York. Our services consist primarily of financial planning and non-discretionary investment management. Each is described below.

Acorn Consulting offers three distinct levels of investment advisory services to accommodate its clients:

**Goal-based platform**– Our “bundled” approach. (refer to the 5 step process below for a brief description)

**Comprehensive Planning platform** – “unbundled” (refer to the list of services and separate fee schedules below)

**Wealth Management Services** – Our elite platform for on-going financial management & investment supervision. (reduced fee schedule at higher asset thresholds & Net Worth)

#### **Goal based Platform**

ACORN CONSULTING provides a personalized Five Step Management Process as follows:

(1) In **Discovery** we'll help clarify clients' life goals, and arrange them by timeframe and priority. We'll explore how specific goals fit into the greater picture of clients lives and we'll challenge previous investment assumptions if they only focused on immediate financial concerns.

(2) Then we'll **Assess** the needs and issues surrounding each of clients' goals and develop a clearer perspective for what needs to be done. Clients will have complete clarity regarding risks as well as opportunities.

(3) Together, we'll **Evaluate** options and select from numerous goals-based scenarios that reveal how clients can ultimately use wealth to achieve their most significant objectives.

(4) We will work within a disciplined environment to **Implement** a program whose elements remain consistent with client's life goals. We'll make clients vision come to life.

(5) By **Monitoring & Adjusting** a client's program, we'll help anticipate and deal with life's inevitable changes. We're prepared to help with the unexpected, and ready to recommend options for adjusting a client's life and wealth program to ensure that it continually supports the way they want to live.

## **Comprehensive Planning Platform**

- Discovery / Analysis / Document Review
- Plan Preparation
  - Cash flow analysis
  - Risk assessment
  - Consolidated asset allocation services
  - Retirement income and distribution planning
  - Estate and legacy planning
- Periodic consultations with wealth advisors as needed
- Coordinated plan implementation
  
- Monitor and Review Services
  - Annual plan reviews
  - Meeting agendas / summary letters to capture milestones
  - On-going financial advice
  
- Interactive Planning Portal
  - Track goals, monitor progress
  - Make adjustments to plan assumptions
  - Snapshot – Review all aspects of your plan on-line 24/7
  
- Document Storage
  - Via secure on-line personal vault
  
- Risk Profiling

Access to Finametrika – web based risk-profiling process

## **Wealth Management Services**

- Investment Management Services
  - Discovery / investment analysis / risk profile
  - Investment program recommendations
  - Customized tax-managed implementation
  - Manager selection and monitoring
  - On-going monitoring & rebalancing of your investment strategy
  - Reporting and review process
  - Coordinated year-end income tax review with CPA
  - SEI ClientConnect – 24/7 on-line account access
  
- Planning Services
  - Discovery / data analysis / document review
  - Comprehensive Financial Plan
    - Cash flow analysis
    - Retirement income and distribution strategies

- Estate and legacy planning
- Contingency Assessment
- Insurance Trust Administration
- Coordinate plan implementation among wealth management team
- Annual plan reviews
- Consultations with team members as directed by client
- Review non-fiduciary vendor proposals
- On-going financial advice and analysis
- Additional Platform Services
  - Planning Portal – Track goals, monitor progress, review snapshot, make adjustments to plan assumptions in the Play Zone© via secure on-line access to your financial plan 24/7
  - Personal Vault – Electronic storage of important documents and document sharing among authorized advisory team members

HOURLY FINANCIAL CONSULTATION – Acorn Consulting will provide financial planning and/or investment advice on an hourly basis. No fee is based upon capital appreciation of assets. All unearned or unapplied fees will be refunded immediately by the applicant to the client.

Acorn Consulting has the following assets under management: \$ 77,146,799.00 all non-discretionary and 141 accounts as of October 2017.

**Item 5 Fees and Compensation**

All fees are subject to negotiation. All unearned or unapplied fees will be refunded immediately by the applicant to the client upon termination.

**INVESTMENT MANAGEMENT**

In the event the client desires, the client can engage the Registrant to provide investment management services on a fee basis. In the event the client determines to engage Registrant on a fee basis, Registrant shall charge an annual investment management fee based upon a percentage of the market value of the assets being managed by Registrant. The investment management fee charged shall vary depending upon the market value of assets under management and the specific type of investment management services to be rendered.

Bundled fee schedule

Up to \$500,000.....	1.25%
\$500,001 to \$1,000,000.....	1.00%
\$1,000,001 to \$2,000,000.....	0.75%
\$2,000,001 to \$5,000,000.....	0.50%

\$5,000,001 to \$10,000,000..... 0.40%  
 \$10,000,001 and over..... negotiable

Unbundled fee schedule

0 to \$500,000	0.75%
\$500,001 to \$1,000,000	0.50%
\$1,000,001 to \$2,000,000	0.40%
\$2,000,001 to \$5,000,000	0.30%
\$5,000,001 to \$10,000,000	0.25%
10,000,001 and over	negotiable

Registrant’s annual investment management fee shall be prorated and paid quarterly, in arrears, based upon the market value of the assets on the last day of the previous quarter. This is a tiered fee schedule and depending on the assets managed will result in a blended rate. Registrant generally requires an account minimum of \$500,000 for investment management services.

Registrant, in its sole discretion, may require a lesser account minimum and/or charge a lesser management fee based upon certain criteria (i.e. existing financial planning client, anticipated future earning capacity, anticipated future additional assets, dollar amount of assets to be managed, related accounts, account composition, negotiations with client, etc.)

Custody fees: For asset management accounts of \$500,000 or more there are no set-up fees, IRA fees, sales commissions, or transaction fees. For smaller accounts there may be custody fees of \$60 per year charged to the client’s account by SEI. All accounts will be charged a termination fee of \$75 by SEI.

Expenses not charged to the client’s account: All clients are advised that SEI receives a percentage of assets managed. The portfolios proportional expense ratio varies by investment strategy. However the range is from .46% to 1.11% for mutual fund strategies and from .85% to 1.18% for distribution focused strategies. For details about these expenses at the fund level, refer to the prospectus.

Separately managed accounts will be charged a management fee by each assigned manager. Client is directed to refer to the manager's ADV Part 2A for further details.

Portfolio management fees are deducted from the account quarterly in arrears, subject to written client authorization to Acorn Consulting (and SEI) based on the market value on the last day of the calendar quarter.

**FINANCIAL PLANNING**

Refund and Termination – If for any reason a client should decide to terminate Financial Planning Agreement prior to completion of services to be provided, the client will be charged on the basis of the work that had already been provided to the client up to that point. If, as a result of the termination there is a refund due, a check will be issued by Acorn Consulting to the client for the amount due. Otherwise, the client will be responsible to pay the balance due to Acorn Consulting

upon receipt of the final report summarizing the actual work completed. The fee basis charged will be applicable at the standard hourly rates.

#### HOURLY FINANCIAL CONSULTATION

The fee for an hourly consultation is based on the time required to review the client's situation.

The following fee schedule applies to comprehensive, targeted and hourly consultations:

Advisor.....	\$250 per hour
Associate Advisor.....	\$150 per hour

#### COMPREHENSIVE FINANCIAL PLANNING

The fee for providing comprehensive financial planning and/or investment advice is charged on an hourly basis according to the schedule below:

Advisor.....	\$250 per hour
Associate Advisor.....	\$150 per hour

The terms will be stated on the Financial Planning Agreement and the initial invoice.

Mr. Rick Russell and Ms. Joanna Russel in their roles as registered representatives accept compensation for the sale of securities to Acorn Consulting clients.

#### **1. This is a Conflict of Interest**

Mr. Rick Russell or Ms. Joanna Russell will accept compensation for the sale of securities or other investment products, including asset based sales charges or services fees from the sale of mutual funds to its clients. This presents a conflict of interest and gives the supervised person and Acorn Consulting an incentive to recommend products based on the compensation received rather than on the client's needs. When recommending the sale of securities or investment products for which Mr. Rick Russell or Ms. Joanna Russell receive compensation, Acorn Consulting will document the conflict of interest in the client file and inform the client of the conflict of interest.

#### **2. Clients Have the Option to Purchase Recommended Products From Other Brokers**

Clients always have the option to purchase recommended products through other brokers or agents that are not affiliated with Acorn Consulting.

#### **3. Commissions are the Primary Source of Income for this Registered Investment Adviser**

Commissions are not Acorn Consulting's primary source of compensation.

#### **4. Advisory Fees in Addition to Commissions or Markups**

Advisory fees that are charged to clients are not reduced to offset the commissions or markups on securities or investment products recommended to clients.



## **Item 6 Performance-Based Fees and Side-By-Side Management**

Acorn Consulting does not charge any performance-based fees (fees based on a share of capital gains or capital appreciation of the assets of a client).

## **Item 7 Types of Clients**

Acorn Consulting provides Investment Advisory and Financial Planning services to individuals, high net worth individuals, corporate pension and profit sharing plans, trusts, estates, and charitable organizations, corporations and business entities other than above.

The current minimum of \$500,000 has been established for opening an account. Acorn Consulting may waive this requirement at its discretion.

## **Item 8 Methods of Analysis, Investment Strategies and Risk of Loss**

### A. Methods of Analysis:

Acorn Consulting utilizes SEI to employ their methods of analysis which include charting analysis, fundamental analysis, technical analysis, and cyclical analysis.

Charting analysis involves the use of patterns in performance charts. SEI uses this technique to search for patterns used to help predict favorable conditions for buying and/or selling a security.

Fundamental analysis involves the analysis of financial statements, the general financial health of companies, and/or the analysis of management or competitive advantages.

Technical analysis involves the analysis of past market data; primarily price and volume.

Cyclical analysis involved the analysis of business cycles to find favorable conditions for buying and/or selling a security.

**Investing in securities involves a risk of loss that you, as a client, should be prepared to bear.**

### B. Material Risks Involved

Acorn Consulting uses Long Term Trading Strategies (securities held at least a year) and Asset Allocation; which is a systematic way to diversify investments among a range of financial, tangible and real estate asset classes in a manner that fits each individual's risk tolerance, income requirements, liquidity preference and more.

### C. Risks of Specific Securities Utilized

Acorn Consulting generally seeks investment strategies that do not involve significant or unusual risk beyond that of the general domestic and/or international equity markets.

**Past performance is not a guarantee of future returns. Investing in securities involves a risk**

of loss that you, as a client, should be prepared to bear.

### **Item 9 Disciplinary Information**

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of Acorn Consulting or the integrity of Acorn Consulting's management.

Acorn Consulting has no information applicable to this Item.

### **Item 10 Other Financial Industry Activities and Affiliations**

Acorn Consulting is actively engaged in a business other than giving investment advice.

The Principal Executive Officer (Mr. Rick Russell) an Advisor Representative is also licensed as a registered representative of Signator Investors, Inc. Mr. Rick Russell is licensed to sell insurance and securities for typical customary commission compensation. No client is obligated to use any person or broker or insurance company. All clients are free to use their own Broker/Dealer or insurance company. The purchase or sales of securities or insurance is not part of the Investment Advisory services of Acorn Consulting.

Broker/Dealer -                      Signator Investors, Inc.  
   197 Clarendon Street, C-6  
   Boston, MA 02117  
   1-800-225-5291

Affiliation – General Securities Licensed

Insurance Agency –    Acorn Financial Services  
   61 S.Paramus Rd, Suite 260  
   Paramus, NJ 07652  
   Phone: 201-843-1300

Affiliation – Financial Advisor

Related persons of the firm are Registered Representatives of Signator Investors, Inc. (SII) a registered broker/dealer, member FINRA and SIPC and insurance agents. All prospective and existing clients are advised of the affiliation. Clients are under no obligation to purchase or sell securities through these related persons; however, if they choose to implement the plan, commissions may be earned in addition to any fees paid for advisory services. The commissions may be higher or lower at Signator Investors, Inc. than other broker/dealers.

Acorn Consulting Services, Inc. (ACS) has reviewed a number of advisory programs for its clients. Each program may involve different custodial accounts, administrative and fee arrangements.

However, ACS will not take custody of a client's funds or securities which were designated for an

advisory account. Advisory Representatives may refer clients to other third party money managers or advisers unaffiliated with ACS. Currently ACS does not have an arrangement with other third party advisors to act as solicitors for their programs. Full disclosure, including services rendered and fee schedules will be provided to the client at the time of the solicitation by delivering a copy of all relevant third party advisor's Form ADV Part 2A and separate disclosure document of ACS. ACS will provide all appropriate disclosure of solicitation fees to ACS to the client as required by Rule 206(4)-3. A potential conflict of interest exists. All clients are always advised that they shall have total freedom to effect any and all securities transactions with any broker/dealer of their choice. All clients are always advised that they shall have total freedom to effectuate any and all insurance transactions with any insurance agency or broker of their choice.

Through National Financial Services Corporation (NFSC), Principal Executive Officer and other investment advisors who are Registered Representatives of Signator Investors, Inc. can earn separate, customary commission compensation in addition to any fees or advisory services.

Acorn Consulting's Principal, Mr. Rick Russell, in his individual capacity, has created the Enhanced Professional Network ("EPN"). The EPN is a network of professionals that spans a variety of disciplines and areas of expertise. Mr. Russell may, in his individual capacity and for a referral fee, introduce current and prospective clients to professionals within the EPN for purposes of providing both business and non-business related services that are not investment related.

#### **Item 11 Code of Ethics, Participation or Interest in Client Transactions and Personal Trading**

Acorn Consulting has adopted a Code of Ethics for all supervised persons of the firm describing its high standard of business conduct, and fiduciary duty to its clients. The Code of Ethics includes provisions relating to the confidentiality of client information, a prohibition on insider trading, a prohibition of rumor mongering, restrictions on the acceptance of significant gifts and the reporting of certain gifts and business entertainment items, and personal securities trading procedures, among other things. All supervised persons at Acorn Consulting must acknowledge the terms of the Code of Ethics annually, or as amended. Acorn Consulting's clients or prospective clients may request a copy of the firm's Code of Ethics by contacting Rick Russell.

Any recommendation of a security in which either applicant or its associated persons may have a financial interest is purely coincidental and applicant's associated persons would fully disclose any such interest to clients at once. Principal Executive Officer and other Investment Advisor Representatives who are insurance agents of Signator Insurance Agency, Inc. an affiliate of John Hancock Mutual Life Insurance Company, Boston, MA can earn separate, customary commission compensation in addition to any fees for advisory services.

It is further noted that applicant fully intends to be in total compliance with the Insider Trading and Securities Fraud Enforcement Act of 1988. Specifically, applicant has adopted a firm wide policy statement outlining insider trading compliance by applicant and its associated persons and other employees. This statement has been distributed to all associated persons of applicant and has been signed and dated by each such person. A copy of such firm wide policy is left with such person and the original is maintained in a master file. Further, applicant has adopted a written supervisory procedures statement highlighting the steps which shall be taken to implement the firm

wide policy. These materials are also distributed to all associated persons and other employees of applicant, are signed, dated and filed with the insider trading compliance materials. There are provisions adopted for (1) restricting access to files, (2) providing continuing education, (3) restricting and/or monitoring trading on those securities of which applicant's employees may have non-public information, (4) requiring all of applicant's employees to conduct their trading through a specified broker or reporting all transactions promptly to Acorn Consulting, and (5) monitoring the securities trading of the firm and its employees and associated persons by the President of the firm.

Acorn Consulting or individuals associated with Acorn Consulting may buy or sell securities identical to those recommended to customers for their personal account.

It is the expressed policy of Acorn Consulting that no employed person may purchase or sell any security prior to a transaction(s) being implemented for an advisory account, and therefore, preventing such employees from benefiting from transactions placed on behalf of advisory accounts. Acorn Consulting or any related person(s) may have an interest or position in a certain security(ies) which may also be recommended to a client.

As these situations may represent a conflict of interest, applicant has established the following restrictions in order to ensure its fiduciary responsibilities:

- 1) A director, officer or employee of applicant shall not buy or sell securities for their personal portfolio(s) where their decision is substantially derived, in whole or in part, by reason of his or her employment unless the information is also available to the investing public on reasonable inquiry. No person of applicant shall prefer his or her own interest to that of the advisory client.
- 2) Applicant maintains a list of all securities holdings for itself, and anyone associated with this advisory practice. These holdings are reviewed on a regular basis by Frederick J. Russell, President.
- 3) Applicant requires that all individuals must act in accordance with all applicable federal and state regulations governing registered investment advisory practices.
- 4) Clients have the right to refuse to implement a recommended transaction.
- 5) Acorn Consulting imposes sanctions, including termination to any individual not in observance of the above.

## **Item 12 Brokerage Practices**

Custodians are chosen based on relatively low transaction fees and access to mutual funds and ETFs. Acorn Consulting will never charge a premium or commission on transactions, beyond the actual cost imposed by the custodian. SEI Private Trust is recommended by Acorn Consulting.

### ***1. Research and Other Soft-Dollar Benefits***

Acorn Consulting receives research, products, or other services from SEI or other third-parties in connection with client securities transactions ("soft dollar benefits"). There is no minimum client number or dollar number that Acorn Consulting must meet in order to receive free research. There

is no incentive for Acorn Consulting to direct clients to SEI over other custodians or broker-dealers who offer the same services. However, because this firm does not have to produce or pay for services or products it has an incentive to choose a custodian that provides those services based on its interests rather than the clients' interests. The first consideration when recommending custodians to clients is best execution. Acorn Consulting always acts in the best interest of the client.

## **2. Brokerage for Client Referrals**

Acorn Consulting receives no referrals from SEI or others third parties in exchange for using SEI or third party.

## **3. Clients Directing Which Broker/Dealer/Custodian to Use**

Acorn Consulting will allow clients to direct brokerage; however, Acorn Consulting may recommend custodians. Acorn Consulting may be unable to achieve most favorable execution of client transactions if clients choose to direct brokerage. This may cost client's money because without the ability to direct brokerage Acorn Consulting may not be able to aggregate orders to reduce transactions costs resulting in higher brokerage commissions and less favorable prices. Not all investment advisers allow their clients to direct brokerage.

When acting in the capacity of a registered representative for Signator Investors, Inc. Mr. Rick Russell and Joanna Russell will be required to use Signator Investors, Inc. as the broker dealer.

### **Aggregating (Block) Trading for Multiple Client Accounts**

All trading in client accounts is effected by SEI and Acorn Consulting does not affect aggregated (block) trading in client accounts.

## **Item 13 Review of Accounts**

INVESTMENT MANAGEMENT CLIENTS - Accounts are routinely reviewed quarterly, semi-annually, or annually

A special review of a client's account may be triggered by changes in tax law, economic climate, or market conditions. A review may be initiated by a client inquiry due to changes in their personal financial affairs. Each account is reviewed on a regular basis by the person supervising the account. There are two reviewers (Rick Russell, President and Joanna Russell, Investment Adviser Representative), who are responsible for the client accounts. The reviewers are instructed to review accounts quarterly, semi-annually, or annually based on the particular client contract or specific situation and needs.

FINANCIAL PLANNING CLIENTS - Financial plans are reviewed according to the terms of the engagement letter. For financial planning clients who are on retainer, reviews are either quarterly, semi-annually, or annually.

INVESTMENT MANAGEMENT - Monthly or quarterly reports are provided for investment management clients. These reports show the market value of each position as well as the total account activity. In addition, they may provide the change in value between periods and year-to-date. The Custodian will provide quarterly statements of accounts to the client at a minimum. Quarterly performance reports are also provided. These reports provide information on the portfolio's historical activity and total returns over several time intervals. The returns may be compared to various market indicators. In addition, the portfolio allocation is shown by percentage and dollar amount.

FINANCIAL PLANNING - Financial statements and/or plan implementation reports are prepared in accordance with the terms of the engagement. Interim reports are available upon request.

#### **Item 14 Client Referrals and Other Compensation**

Acorn Consulting Investment Adviser Representatives may receive incentives in the form of due diligence trips by issuers of securities.

Acorn Consulting does not directly or indirectly compensate any person for client referrals.

#### **Item 15 Custody**

Acorn Consulting does not take custody of client accounts. Custody of client's accounts is held primarily at the Custodian. Clients typically use SEI Private Trust Company as the custodian. Clients will receive account statements from the custodian and should carefully review those statements.

#### **Item 16 Investment Discretion**

Acorn Consulting, or any related person, does not have authority to determine, without obtaining specific client consent, the: securities to be bought or sold; amount of the securities to be bought or sold; broker or dealer to be used; commission rates paid.

#### **Item 17 Voting Client Securities**

Acorn Consulting will not ask for, nor accept voting authority for client securities. Clients will receive proxies directly from the issuer of the security or the custodian. Clients should direct all proxy questions to the issuer of the security.

#### **Item 18 Financial Information**

Acorn Consulting does not require nor solicit prepayment of more than \$500 in fees per client, six months or more in advance and therefore does not need to include a balance sheet with this brochure.

Acorn Consulting has never been subject to any bankruptcy petition.

#### **Item 19 Requirements for State-Registered Advisers**

Acorn Consulting has only one Principal Executive Officer and Management Person; Frederick Joseph Russell, III.

Rick's education and business background, as well as other business activities can be found on the Supplemental ADV Part 2B form.

Acorn Consulting does not charge any performance-based fees.

The current minimum of \$500,000 has been established for opening an account. Acorn Consulting may waive this requirement at its discretion.

Neither the registrant or its advisors have been subject to any disciplinary action.

The registrant serves on an investment committee at SEI and may receive some marketing support. .

**Acorn Consulting Services, Inc.**

**Form ADV Part 2B**  
**Brochure Supplement**

Frederick J Russell

CRD# 819348  
61 S. Paramus Rd, Suite 260  
Paramus, NJ 07652

Phone: 201-986-3980

This brochure supplement provides information about Frederick J Russell that supplements the Acorn Consulting Services, Inc. brochure. You should have received a copy of that brochure. Please contact us if you did not receive Acorn Consulting Services, Inc.'s brochure or if you have any questions about the contents of this supplement.

Additional information about Frederick J Russell is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov)



**Acorn Consulting Services, Inc.**

**Educational Background and Business Experience**

Rick Russell is the President and Founder of Acorn Consulting Services, Inc. established in 1995 to provide Comprehensive Financial Planning and Investment Advisory Services to high-net-worth individuals. He created a unique platform of Elite Advisory Services setting The New Standard in Personalized Wealth Management. Through his affiliation with Acorn Financial Services, one of the leading financial services providers in the northeast, Rick specializes in the development, design, and supervision of insurance and investment programs, as well as retirement and estate plans for individuals and businesses.

Prior to establishing Acorn Consulting, he served Acorn Financial in various management positions from 1984 to 1995, including Director of Training, Director of Retirement and Estate Planning, and Investment Specialist. In order to keep current and continue to provide the most advanced, cutting-edge Investment Strategies and Financial Planning Solutions, Rick regularly attends top level symposiums and focus workshops in these fields. A graduate of Buffalo State College, Rick began his career in financial services as an insurance agent with John Hancock in 1975. He received a Master of Science in Financial Services from The American College in Bryn Mawr where he was awarded graduate certificates in Estate Planning and Taxation, and Financial Asset Management. Mr. Russell maintains Insurance and General Securities licenses in several states and holds the professional designations of Chartered Life Underwriter (CLU) and Chartered Financial Consultant (ChFC). He is a past president of The Society of Financial Services Professionals, Northern New Jersey Chapter.

. Rick's professional affiliations include membership in the National Association of Insurance and Financial Advisers and the Society of Financial Service Professionals, where he participates in a pro-bono project to provide one-on-one financial counseling to needy individuals stricken with Multiple Sclerosis.

**Disciplinary Information**

Rick Russell has never been involved in an arbitration claim or been found liable in a civil, self-regulatory organization, or administrative proceeding that is material to the client's evaluation of the firm or its management. Nor has he ever filed bankruptcy.

**Other Business Activities**

Rick Russell is also licensed as a registered representative of Signator Investors, Inc., a FINRA Broker/Dealer and agent of John Hancock Financial Network, the service mark of John Hancock Life Insurance Company, Boston, MA and its affiliated companies. No client is obligated to use any person or broker or insurance company.

For additional details see ADV Part 2A, Item 10.

### **Additional Compensation**

Rick Russell is licensed to sell insurance and securities for typical customary commission compensation. No client is obligated to use any person or broker or insurance company.

For additional details see ADV Part 2A

### **Supervision**

Rick Russell supervises the activities of Acorn Consulting.

### **Requirements for State-Registered Advisers**

Rick Russell has NOT been involved in any of the events listed below.

1. An award or otherwise being found liable in an arbitration claim alleging damages in excess of \$2,500, involving any of the following:
  - a) an investment or an investment-related business or activity;
  - b) fraud, false statement(s), or omissions;
  - c) theft, embezzlement, or other wrongful taking of property;
  - d) bribery, forgery, counterfeiting, or extortion; or
  - e) dishonest, unfair, or unethical practices.
  
2. An award or otherwise being found liable in a civil, self-regulatory organization, or administrative proceeding involving any of the following:
  - a) an investment or an investment-related business or activity;
  - b) fraud, false statement(s), or omissions;
  - c) theft, embezzlement, or other wrongful taking of property;
  - d) bribery, forgery, counterfeiting, or extortion; or
  - e) dishonest, unfair, or unethical practices.
  
- B. Rick Russell has NOT been the subject of a bankruptcy petition at any time.

*This brochure supplement provides information about Joanna E Russell that supplements the Acorn Consulting brochure. You should have received a copy of that brochure. Please contact Joanna E Russell if you did not receive Acorn Consulting's brochure or if you have any questions about the contents of this supplement.*

*Additional information about Joanna E Russell is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).*

## **Acorn Consulting**

Form ADV Part 2B – Individual Disclosure Brochure

*for*

**Joanna E Russell**

Personal CRD Number: 5659222

Investment Adviser Representative

Acorn Consulting  
61 S. Paramus Rd, Ste 260  
Paramus, NJ 07652  
(201) 986-3980  
[joanna@acornconsulting.net](mailto:joanna@acornconsulting.net)

UPDATED: 03/21/2016

## Item 2: Educational Background and Business Experience

**Name:** Joanna E Russell      **Born:** 1979

### **Educational Background and Professional Designations:**

#### **Education:**

BA Psychology, Ramapo College of New Jersey - 2001

#### **Business Background:**

09/2014 - Present	Investment Adviser Representative Acorn Consulting
07/2015 - Present	Registered Representative Signator Investors, Inc.
08/2004 - Present	Client Services Manager Acorn Consulting

## Item 3: Disciplinary Information

There are no legal or disciplinary events that are material to a client's or prospective client's evaluation of this advisory business.

## Item 4: Other Business Activities

From time to time, Joanna Russell will offer clients advice or products from those activities. Clients should be aware that these services pay a commission or other compensation and involve a conflict of interest, as commissionable products conflict with the fiduciary duties of a registered investment adviser. Acorn Consulting always acts in the best interest of the client; including the sale of commissionable products to advisory clients. Clients are in no way required to purchase any product or service through any representative of Acorn Consulting in their outside capacities.

## Item 5: Additional Compensation

Joanna E Russell does not receive any economic benefit from any person, company, or organization, other than Acorn Consulting in exchange for providing clients advisory services through Acorn Consulting.

### **Item 6: Supervision**

As a representative of Acorn Consulting, Joanna E Russell works closely with supervisor Frederick J Russell, and all advice provided to clients is reviewed by this supervisor prior to implementation. Frederick Russell can be reached at (201) 986-3980. Joanna E Russell adheres to all required regulations regarding the activities of an Investment Adviser Representative and follows all policies and procedures outlined in the firm's policies and procedures manual, including the Code of Ethics, and appropriate securities regulatory requirements.

### **Item 7: Requirements For State Registered Advisers**

*This disclosure is required by New Jersey and New York state securities authorities and is provided for your use in evaluating this investment advisor representative's suitability.*

- A. Joanna E Russell has NOT been involved in any of the events listed below.
1. An award or otherwise being found liable in an arbitration claim alleging damages in excess of \$2,500, involving any of the following:
    - a) an investment or an investment-related business or activity;
    - b) fraud, false statement(s), or omissions;
    - c) theft, embezzlement, or other wrongful taking of property;
    - d) bribery, forgery, counterfeiting, or extortion; or
    - e) dishonest, unfair, or unethical practices.
  2. An award or otherwise being found liable in a civil, self-regulatory organization, or administrative proceeding involving any of the following:
    - a) an investment or an investment-related business or activity;
    - b) fraud, false statement(s), or omissions;
    - c) theft, embezzlement, or other wrongful taking of property;
    - d) bribery, forgery, counterfeiting, or extortion; or
    - e) dishonest, unfair, or unethical practices.
- B. Joanna E Russell has NOT been the subject of a bankruptcy petition in the past ten years.