

## Item 1 Cover Page

A.

### **James Joseph Roman, Jr.**

Main Street Financial Life Advisors, LLC<sup>®</sup>

ADV Part 2B, Brochure Supplement

Dated: March 30, 2020

Contact: J. Joseph Roman, Chief Compliance Officer  
212 W. Route 38, Suite 600  
Moorestown, New Jersey 08057

B.

**This brochure supplement provides information about James Joseph Roman, Jr. that supplements the Main Street Financial Life Advisors, LLC<sup>®</sup> brochure. You should have received a copy of that brochure. Please contact J. Joseph Roman, Chief Compliance Officer if you did *not* receive Main Street Financial Life Advisors' brochure or if you have any questions about the contents of this supplement.**

**Additional information about James Joseph Roman, Jr. is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

## Item 2 Education Background and Business Experience

James Joseph Roman, Jr. was born in 1962. Mr. Roman graduated from La Salle University, with a degree in Business Administration in 1984. He graduated from Widener University, with a MS degree in Taxation in 1991. Mr. Roman has been a Managing Member of Main Street Financial Life Advisors, LLC<sup>®</sup> since May 1999. He has also been a Managing Member of Roman & Kulpa, LLC since January 2007, and the Managing Principal of Lifetime Insurance Strategy Advisors, LLC<sup>®</sup> since January 2015.

Mr. Roman has held the designation of Certified Public Accountant ("CPA") since 1990. CPAs are licensed and regulated by their state boards of accountancy. While state laws and regulations vary, the education, experience and testing requirements for licensure as a CPA generally include minimum college education (typically 150 credit hours with at least a baccalaureate degree and a concentration in accounting), minimum experience levels (most states require at least one year of

experience providing services that involve the use of accounting, attest, compilation, management advisory, financial advisory, tax or consulting skills, all of which must be achieved under the supervision of or verification by a CPA), and successful passage of the Uniform CPA Examination. In order to maintain a CPA license, states generally require the completion of 40 hours of continuing professional education (CPE) each year (or 80 hours over a two-year period or 120 hours over a three year period). Additionally, all American Institute of Certified Public Accountants (AICPA) members are required to follow a rigorous *Code of Professional Conduct* which requires that they act with integrity, objectivity, due care, competence, fully disclose any conflicts of interest (and obtain client consent if a conflict exists), maintain client confidentiality, disclose to the client any commission or referral fees, and serve the public interest when providing financial services. In addition to the *Code of Professional Conduct*, AICPA members who provide personal financial planning services are required to follow the *Statement on Standards in Personal Financial Planning Services* (SSPFPS).

Mr. Roman has been designated as a Personal Financial Specialist (“PFS”) since 1999. The PFS credential demonstrates that an individual has met the minimum education, experience and testing required of a CPA in addition to a minimum level of expertise in personal financial planning. To attain the PFS credential, a candidate must hold an unrevoked CPA license, certificate, or permit, none of which are in inactive status; fulfill 3,000 hours of personal financial planning business experience; complete 75 hours of personal financial planning CPE credits; pass a comprehensive financial planning exam and be an active member of the AICPA. A PFS credential holder is required to adhere to AICPA’s *Code of Professional Conduct* and the *Statement on Standards in Personal Financial Planning Services*, when providing personal financial planning services. To maintain their PFS credential, the recipient must complete 60 hours of financial planning CPE credits every three years. The PFS credential is administered through the AICPA.

### **Item 3 Disciplinary Information**

None.

### **Item 4 Other Business Activities**

- A. The supervised person is not actively engaged in any investment-related business or occupation.
- B. **Certified Public Accountant (CPA)**. J. Joseph Roman, is the Managing Member of Roman & Kulpa, LLC (“R & K”) a certified public accounting firm. To the extent that R & K provides accounting and/or tax preparation services to any clients, including clients of the Registrant, all such services shall be performed by R & K, in its individual professional capacity, independent of the Registrant, for which services Registrant shall not receive any portion of the fees charged by R & K, referral or otherwise. It is expected that the members of R & K, solely incidental to their respective practices as Certified Public Accountants with R & K, shall recommend the Registrant’s services to certain of R & K’s clients. R & K is not involved in providing investment advice on behalf of the Registrant, nor does R & K hold itself out as providing advisory services on behalf of the Registrant.

**Licensed Insurance Agent.** J. Joseph Roman provides insurance consulting services as a licensed insurance agent of Lifetime Insurance Strategy Advisors, LLC (“*Lifetime*”), which is a licensed insurance agency that provides insurance consulting services, but does not sell insurance commission products. Therefore, clients cannot engage Mr. Roman to purchase insurance-related products on a commission basis.

**Conflicts of Interest.** The recommendation by Mr. Roman that a client engage *Lifetime* or *R & K* presents *conflicts of interest*, as Mr. Roman could have the incentive to make such a recommendation based on fees received, rather than a particular client’s need. No client is under any obligation to engage *Lifetime* or *R & K*, or its representatives in such capacities and clients are reminded that they may engage other non-affiliated entities for such services. **The Registrant’s Chief Compliance Officer, J. Joseph Roman, remains available to address any questions that a client or prospective client may have regarding the above arrangement and any corresponding conflict of interest.**

### **Item 5 Additional Compensation**

None.

### **Item 6 Supervision**

The Registrant provides investment advisory and supervisory services in accordance with the Registrant’s policies and procedures manual. The primary purpose of the Registrant’s Rule 206(4)-7 policies and procedures is to comply with the supervision requirements of Section 203(e)(6) of the Investment Adviser’s Act (“*Act*”). The Registrant’s Chief Compliance Officer, J. Joseph Roman, is primarily responsible for the implementation of the Registrant’s policies and procedures and overseeing the activities of the Registrant’s supervised persons. Should an employee, independent contractor, investment adviser representative, or solicitor of the Registrant have any questions regarding the applicability/relevance of the *Act*, the Rules thereunder, any section thereof, or any section of the policies and procedures, he/she should address those questions with the Chief Compliance Officer. Should a client have any questions regarding the Registrant’s supervision or compliance practices, please contact Mr. Roman at (856) 234-3550.

## Item 1 Cover Page

A.

### **Matthew Joseph Kulpa**

Main Street Financial Life Advisors, LLC<sup>®</sup>

ADV Part 2B, Brochure Supplement  
Dated: March 30, 2020

Contact: J. Joseph Roman, Chief Compliance Officer  
212 W. Route 38, Suite 600  
Moorestown, New Jersey 08057

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**This brochure supplement provides information about Matthew Joseph Kulpa that supplements the Main Street Financial Life Advisors, LLC<sup>®</sup> brochure. You should have received a copy of that brochure. Please contact J. Joseph Roman, Chief Compliance Officer if you did *not* receive Main Street Financial Life Advisors' brochure or if you have any questions about the contents of this supplement.**

**Additional information about Matthew Joseph Kulpa is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

## **Item 2 Education Background and Business Experience**

Matthew Joseph Kulpa was born in 1984. Mr. Kulpa graduated from LaSalle University in 2006, with a Bachelor of Science degree in Business Administration and in 2015, with a Master of Business Administration degree. Mr. Kulpa has been a senior associate of Main Street Financial Life Advisors, LLC<sup>®</sup> since January of 2011. From July of 2009 to December of 2010 Mr. Kulpa was a senior associate at Roman & Kulpa and from June of 2006 to May of 2009, Mr. Kulpa was an associate at PricewaterhouseCoopers.

Mr. Kulpa has held the designation of Certified Public Accountant ("CPA") since 2011. CPAs are licensed and regulated by their state boards of accountancy. While state laws and regulations vary, the education, experience and testing requirements for licensure as a CPA generally include minimum college education (typically 150 credit hours with at least a baccalaureate degree and a

concentration in accounting), minimum experience levels (most states require at least one year of experience providing services that involve the use of accounting, attest, compilation, management advisory, financial advisory, tax or consulting skills, all of which must be achieved under the supervision of or verification by a CPA), and successful passage of the Uniform CPA Examination. In order to maintain a CPA license, states generally require the completion of 40 hours of continuing professional education (CPE) each year (or 80 hours over a two year period or 120 hours over a three year period). Additionally, all American Institute of Certified Public Accountants (AICPA) members are required to follow a rigorous *Code of Professional Conduct* which requires that they act with integrity, objectivity, due care, competence, fully disclose any conflicts of interest (and obtain client consent if a conflict exists), maintain client confidentiality, disclose to the client any commission or referral fees, and serve the public interest when providing financial services. In addition to the *Code of Professional Conduct*, AICPA members who provide personal financial planning services are required to follow the *Statement on Standards in Personal Financial Planning Services* (SSPFPS).

### Item 3 Disciplinary Information

None.

### Item 4 Other Business Activities

- A. The supervised person is not actively engaged in any other investment-related businesses or occupations.
- B. **Certified Public Accountant (CPA)**. Mr. Kulpa, in his individual capacity, is a certified public accountant, and may recommend his tax preparation and/or accounting services. To the extent a client determines to engage Mr. Kulpa to provide tax preparation and/or accounting services, such services shall be provided by Mr. Kulpa in his individual capacity as a certified public accountant. **Conflict of Interest**: The recommendation by Mr. Kulpa that a client elect his accounting services presents a *conflict of interest*, as the receipt of fees for accounting services may provide an incentive to recommend such services, rather than recommending such services based upon a particular client's needs. No client is under any obligation to utilize Mr. Kulpa for accounting services. Clients are reminded that they may elect to obtain accounting services recommended by Mr. Kulpa through other non-affiliated certified public accountants. **The Registrant's Chief Compliance Officer, J. Joseph Roman, remains available to address any questions that a client or prospective may have regarding the above conflict of interest.**

### Item 5 Additional Compensation

None.

### Item 6 Supervision

The Registrant provides investment advisory and supervisory services in accordance with the Registrant's policies and procedures manual. The primary purpose of the Registrant's Rule 206(4)-

7 policies and procedures is to comply with the supervision requirements of Section 203(e)(6) of the Investment Adviser's Act ("*Act*"). The Registrant's Chief Compliance Officer, J. Joseph Roman, is primarily responsible for the implementation of the Registrant's policies and procedures and overseeing the activities of the Registrant's supervised persons. Should an employee, independent contractor, investment adviser representative, or solicitor of the Registrant have any questions regarding the applicability/relevance of the *Act*, the Rules thereunder, any section thereof, or any section of the policies and procedures, he/she should address those questions with the Chief Compliance Officer. Should a client have any questions regarding the Registrant's supervision or compliance practices, please contact Mr. Roman at (856) 234-3550.

## Mark Sulpizio

Main Street Financial Life Advisors, LLC®

ADV Part 2B, Brochure Supplement

Dated: March 30, 2020

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212 W. Route 38, Suite 600  
Moorestown, New Jersey 08057

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**This brochure supplement provides information about Mark Sulpizio that supplements the Main Street Financial Life Advisors, LLC® brochure. You should have received a copy of that brochure. Please contact J. Joseph Roman, Chief Compliance Officer if you did *not* receive Main Street Financial Life Advisors' brochure or if you have any questions about the contents of this supplement.**

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

### **Item 2 Education Background and Business Experience**

Mark Sulpizio was born in 1962. Mr. Sulpizio graduated from The Pennsylvania State University in 1984, with a Bachelor of Science degree in Quantitative Analysis and from Philadelphia University in 2000, with a Master of Science degree in Tax. Mr. Sulpizio has been an independent contractor investment adviser representative of Main Street Financial Life Advisors, LLC® since December 2007. Mr. Sulpizio has been employed as an investment adviser representative of Innovative Investment Fiduciaries, LLC since March 2013. Mr. Sulpizio has been the owner of Innovative Benefit Planning, LLC since January of 1990.

Mr. Sulpizio became an Accredited Investment Fiduciary® (AIF®) in 2009. Administered by *fi360*, the Accredited Investment Fiduciary® (AIF®) professional designation is the industry's first and only designation that demonstrates knowledge and competency in the area of fiduciary responsibility and communicates a commitment to standards of investment fiduciary excellence. Holders of the AIF® mark have successfully completed a specialized program on investment fiduciary standards and subsequently passed a comprehensive examination. AIF designees are required to complete six hours of continuing education annually.

### Item 3 Disciplinary Information

None.

### Item 4 Other Business Activities

- A. **Other Investment Adviser.** Mr. Sulpizio in his individual capacity, is a dually registered investment adviser representative of the Registrant and Innovative Investment Fiduciaries, LLC, a New Jersey State registered investment adviser. Mr. Sulpizio may recommend the services of Main Street Financial Life Advisors, LLC<sup>®</sup> for investment management or financial planning services. **The Registrant's Chief Compliance Officer, J. Joseph Roman, remains available to address any questions that a client or prospective client may have regarding the above conflict of interest.**
- B. **Other Business: Innovative Benefit Planning, LLC.** Mr. Sulpizio is the owner of Innovative Benefit Planning LLC, an employee benefit planning and financial services company, and may provide 401K administrative services in that separate and individual capacity

**Conflict of Interest:** The recommendation by Registrant that a client use the administrative services of Innovative Benefit Planning LLC presents a *conflict of interest*, as the receipt of fees may provide an incentive to recommend the services of Innovative Benefit Planning, LLC based on fees received, rather than on a particular client's need. No client is under any obligation to use the services of Innovative Benefit Planning LLC. **The Registrant's Chief Compliance Officer, J. Joseph Roman, remains available to address any questions that a client or prospective client may have regarding the above conflict of interest.**

**Licensed Insurance Agent.** Mr. Sulpizio, in his individual capacity, is a licensed insurance agent, and may recommend the purchase of certain insurance-related products on a commission basis. Clients can engage Mr. Sulpizio to purchase insurance products on a commission basis.

**Conflict of Interest:** The recommendation by Mr. Sulpizio that a client purchase an insurance commission product presents a *conflict of interest*, as the receipt of commissions may provide an incentive to recommend insurance products based on commissions to be received, rather than on a particular client's need. No client is under any obligation to purchase any insurance commission products from Mr. Sulpizio. Clients are reminded that they may purchase insurance products recommended by Mr. Sulpizio through other, non-affiliated insurance agents. **The Registrant's Chief Compliance Officer, J. Joseph Roman, remains available to address any questions that a client or prospective client may have regarding the above conflict of interest.**

## **Item 5 Additional Compensation**

Mr. Sulpizio's annual compensation is based, in part, on the amount of assets under management that Mr. Sulpizio introduces to the Registrant. Accordingly, Mr. Sulpizio has a conflict of interest for recommending the Registrant to clients for investment advisory services, as the recommendation could be made on the basis of compensation to be received, rather than on a client or prospective client's best interests.

## **Item 6 Supervision**

The Registrant provides investment advisory and supervisory services in accordance with the Registrant's policies and procedures manual. The primary purpose of the Registrant's Rule 206(4)-7 policies and procedures is to comply with the supervision requirements of Section 203(e)(6) of the Investment Adviser's Act ("*Act*"). The Registrant's Chief Compliance Officer, J. Joseph Roman, is primarily responsible for the implementation of the Registrant's policies and procedures and overseeing the activities of the Registrant's supervised persons. Should an employee, independent contractor, investment adviser representative, or solicitor of the Registrant have any questions regarding the applicability/relevance of the *Act*, the Rules thereunder, any section thereof, or any section of the policies and procedures, he/she should address those questions with the Chief Compliance Officer. Should a client have any questions regarding the Registrant's supervision or compliance practices, please contact Mr. Roman at (856) 234-3550.

## Item 1 Cover Page

A.

### **Joel Matthew Davis**

Main Street Financial Life Advisors, LLC<sup>®</sup>

ADV Part 2B, Brochure Supplement

Dated: March 30, 2020

Contact: J. Joseph Roman, Chief Compliance Officer

212 W. Route 38, Suite 600

Moorestown, New Jersey 08057

B.

**This brochure supplement provides information about Joel Matthew Davis that supplements the Main Street Financial Life Advisors, LLC<sup>®</sup> brochure. You should have received a copy of that brochure. Please contact J. Joseph Roman, Chief Compliance Officer if you did *not* receive Main Street Financial Life Advisors' brochure or if you have any questions about the contents of this supplement.**

**Additional information about Joel Matthew Davis is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

## **Item 2 Education Background and Business Experience**

Joel Matthew Davis was born in 1983. Mr. Davis graduated from the University of Minnesota at Twin Cities in 2017, with a Bachelor of Arts degree in Political Science. Mr. Davis has been a financial advisor/relationship manager of Main Street Financial Life Advisors, LLC<sup>®</sup> since October 2019. From November 2016 to October 2019, Mr. Davis was a registered representative at Wells Fargo Clearing Services, LLC and from March 2016 to October 2019, he was also a regional bank private banker at Wells Fargo Bank NA. From June 2014 to November 2016, Mr. Davis was a registered representative at Wells Fargo Advisors, LLC and from December 2012 to March 2016, Mr. Davis was a personal banker at Wells Fargo Bank NA.

## **Item 3 Disciplinary Information**

None.

#### Item 4 Other Business Activities

- A. The supervised person is not actively engaged in any other investment-related businesses or occupations.
- B. **Licensed Insurance Agent.** Mr. Davis, in his individual capacity, is a licensed insurance agent, and may recommend the purchase of certain insurance-related products on a commission basis. Clients can engage Mr. Davis to purchase insurance products on a commission basis. **Conflict of Interest:** The recommendation by Mr. Davis that a client purchase an insurance commission product presents a *conflict of interest*, as the receipt of commissions may provide an incentive to recommend insurance products based on commissions to be received, rather than on a particular client's need. No client is under any obligation to purchase any insurance commission products from Mr. Davis. Clients are reminded that they may purchase insurance products recommended by Mr. Davis through other, non-affiliated insurance agents. **The Registrant's Chief Compliance Officer, J. Joseph Roman, remains available to address any questions that a client or prospective client may have regarding the above conflict of interest.**

#### Item 5 Additional Compensation

None.

#### Item 6 Supervision

The Registrant provides investment advisory and supervisory services in accordance with the Registrant's policies and procedures manual. The primary purpose of the Registrant's Rule 206(4)-7 policies and procedures is to comply with the supervision requirements of Section 203(e)(6) of the Investment Adviser's Act ("*Act*"). The Registrant's Chief Compliance Officer, J. Joseph Roman, is primarily responsible for the implementation of the Registrant's policies and procedures and overseeing the activities of the Registrant's supervised persons. Should an employee, independent contractor, investment adviser representative, or solicitor of the Registrant have any questions regarding the applicability/relevance of the *Act*, the Rules thereunder, any section thereof, or any section of the policies and procedures, he/she should address those questions with the Chief Compliance Officer. Should a client have any questions regarding the Registrant's supervision or compliance practices, please contact Mr. Roman at (856) 234-3550.

