



Investment Advisor Representative

Michael J. Richardson, CFP® , AIF® , CFS® , CAS® , CIS™ , CES™ , CTS™ , AAMS® , AWMA®

CRD # 5004926

Shepherd Financial, LLC

5150 Charlestown Rd

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Associated with the following Registered Investment Advisor

Shepherd Financial Investment Advisory, LLC

CRD # 288623

111 Congressional Boulevard, Suite 100

Carmel, Indiana 46032

Phone: (317) 975-5033

This brochure supplement provides information about your Investment Adviser Representative (“your Advisor”), Michael J. Richardson, who is registered and associated with Shepherd Financial Investment Advisory, LLC (Shepherd Financial Investment Advisory). This brochure is a supplement to the Shepherd Financial Investment Advisory Form ADV 2A brochures, of which you should have already received.

Additional information about your Investment Adviser Representative is available via the U.S. Securities and Exchange Commission's website at www.adviserinfo.sec.gov.

Please Note: If you have not received a copy of the Form ADV 2A brochure, please contact Steven M. Wylam, Chief Compliance Officer, at (317) 975-5034. Brochure requests and additional questions may also be directed to Shepherd Financial Investment Advisory at (317) 975-5033.

EDUCATIONAL BACKGROUND & BUSINESS EXPERIENCE

Michael J. Richardson, CFP®, AIF®, CFS®, CAS®, CIS™, CES™, CTS™, AAMS®, AWMA®
Year of Birth: 1975

Education

Webster University, Master of Business Administration (MBA), School of Business and Technology, 2006
Hanover College, Bachelor of Arts, Business, 1998

Business Experience

Partner, Shepherd Financial, January 2018 - Present

Investment Adviser Representative, Shepherd Financial Investment Advisory CRD # 288623, March 2018 – Present

Investment Adviser Representative, Lincoln Investment Planning CRD # 519, January 2018 – Present

Investment Adviser Representative, Capital Analysts CRD # 162200, June 2018 – Present

Registered Representative, Lincoln Investment Planning CRD # 519, June 2018 – Present

Investment Adviser Representative, SPC CRD # 110692, October 2008 – January 2018

Registered Representative, Parkland Securities CRD 115368, October 2008 – January 2018

Professional Licenses / Designations

Mr. Richardson holds and maintains the following securities and insurance licenses and registrations required to engage in the offering of securities and investment products.

SIE – Securities Industry Essentials Examination

Series 7 - General Securities Representative Examination

Series 24 - General Securities Principal Examination

Series 63 - Uniform Securities Agent State Law Examination

Series 66 - Uniform Combined State Law Examination

Indiana Resident Insurance Producer # 481785 – Life, Accident & Health, Variable Life & Annuity

In addition, Mr. Richardson holds and maintains the following professional designation(s):

Certified Financial Planner™ (CFP®)

Designation Status: Currently offered and recognized by the issuing organization

Issuing Organization: Certified Financial Planner Board of Standards, Inc.

Prerequisites: Candidate must meet the following requirements: A bachelor's degree (or higher) from an accredited college or university, and three years of full-time personal financial planning experience

Education Requirements: Candidate must complete a CFP-board registered program, or hold one of the following: CPA, ChFC, CLU, CFA, Ph.D. in business or economics, Doctor of Business Administration, Attorney's License

Exam Type: Final certification examination

Continuing Education Requirements: 30 hours every two years

Accredited Investment Fiduciary (AIF®)

Designation Status: Currently offered and recognized by the issuing organization

Issuing Organization: Center for Fiduciary Studies

Prerequisites: Candidate must meet a point-based threshold based on a combination of education, relevant industry experience and/or professional development

Education Requirements: Candidate must complete one of the following: Web-based program or Capstone program

Exam Type: Final certification exam, proctored closed book

Continuing Education Requirements: 6 hours per year

Certified Fund Specialist (CFS®)

Designation Status: Currently offered and recognized by the issuing organization

Issuing Organization: Institute of Business & Finance

Prerequisites: Candidates must meet one of the following requirements: a bachelors degree or 2,000 hours of financial services work experience

Education Requirements: Candidate must complete Self Study Program (six modules)

Exam Type: Three exams (proctored, online) and a case study

Continuing Education Requirements: 30 hours every two years

Certified Annuity Specialist (CAS®)

Designation Status: Currently offered and recognized by the issuing organization

Issuing Organization: Institute of Business & Finance

Prerequisites: Candidates must meet one of the following requirements: a bachelors degree or 2,000 hours of financial services work experience

Education Requirements: Candidate must complete Self Study Program (six modules)

Exam Type: Three Exams and a case study

Continuing Education Requirements: 30 hours every two years

Certified Income Specialist (CIS™)

Designation Status: Currently offered and recognized by the issuing organization

Issuing Organization: Institute of Business & Finance

Prerequisites: Candidates must meet one of the following requirements: a bachelors degree or 2,000 hours of financial services work experience

Education Requirements: Candidate must complete Self Study Program (six modules)

Exam Type: Three Exams (proctored, online) and a case study

Continuing Education Requirements: 30 hours every two years

Certified Estate and Trust Specialist (CES™)

Designation Status: Currently offered and recognized by the issuing organization

Issuing Organization: Institute of Business & Finance

Prerequisites: Candidates must meet one of the following requirements: a bachelors degree or 2,000 hours of financial services work experience

Education Requirements: Candidate must complete Self Study Program (six modules)

Exam Type: Three Exams and a case study

Continuing Education Requirements: 30 hours every two years

Certified Tax Specialist (CTS™)

Designation Status: Currently offered and recognized by the issuing organization

Issuing Organization: Institute of Business & Finance

Prerequisites: Candidates must meet one of the following requirements: a bachelors degree or one year of financial services work experience

Education Requirements: Candidate must complete Self Study Program (six modules)

Exam Type: Three Exams and a case study

Continuing Education Requirements: 30 hours every two years

Accredited Asset Management Specialist (AAMS®)

Designation Status: Currently offered and recognized by the issuing organization

Issuing Organization: College for Financial Planning

Prerequisites: None

Education Requirements: AAMS Course Info

Exam Type: Final designation exam (online, timed)

Continuing Education Requirements: 16 hours every two years

Accredited Asset Management Specialist (AWMA®)

Designation Status: Currently offered and recognized by the issuing organization

Issuing Organization: College for Financial Planning

Prerequisites: None

Education Requirements: AWMA Course Topics

Exam Type: Final designation exam (online, timed)

Continuing Education Requirements: 16 hours every two years

DISCIPLINARY INFORMATION

Mr. Richardson has no material legal or disciplinary events to report.

OTHER BUSINESS ACTIVITIES

Mr. Richardson is a registered representative and investment adviser representative of Lincoln Investment and an investment adviser representative of Capital Analysts. Lincoln Investment and Capital Analysts are affiliated entities under common control. Mr. Richardson may offer the services of either company when making financial recommendations to you. These companies offer similar services and products, but with different pricing structures for the services being offered. This may present a conflict of interest in that a recommendation to use a particular firm may be viewed as being in the best economic interest of Mr. Richardson. If you purchase commissionable products through your Advisor, your Advisor will receive a commission, and in the case of mutual funds, possibly a 12b-1 fee. You are under no obligation to purchase commissionable products through Mr. Richardson. However, please note Mr. Richardson will recommend to you the services he believes are most appropriate for you.

Mr. Richardson is licensed to solicit, offer, and sell insurance products. Your Advisor may be appointed with various insurance companies. Mr. Richardson may receive separate, yet customary, commission and other financial incentive compensation resulting from the purchases and sales of insurance products. You are under no obligation to purchase insurance products through Mr. Richardson.

Your Advisor may be engaged in other outside business activities that have been identified as follows: Mr. Richardson is an employee of Shepherd Financial, LLC, the operating entity for Shepherd Financial Investment Advisory. In addition, Mr. Richardson is a member of Shepherd Financial Holdings, LLC, which is the ownership entity for Shepherd Financial and Shepherd Financial Investment Advisory.

ADDITIONAL COMPENSATION

Please refer to the Fees and Compensation section in Shepherd Financial Investment Advisory's Form ADV 2A of which should have been provided to you by your Advisor. This section describes in detail the potential other forms of compensation, in addition to the advisory fee, that may be shared with Mr. Richardson and other Financial Advisors by Shepherd Financial Investment Advisory.

For non-advisory product purchases, your Advisor may receive a sales commission which may be in addition to any advisory fees received on your advisory assets. In these situations, your Advisor may be financially incentivized to offer you both non-advisory and advisory products and services.

Lincoln Investment provides incentives, such as sales conferences, for financial advisors, the eligibility for which may be based on the number of advisory accounts or the total assets under management. This may present a potential conflict of interest. Shepherd Financial Investment Advisory hold their Financial Advisors to a Code of Ethics and owe a fiduciary duty to all clients and require your Financial Advisor to always place your interests above his or her own and to avoid any recommendation that would not be in your best interest. It is each financial advisor's responsibility to understand and adhere to the requirements of the Code of Ethics, as well as applicable laws, regulations, and rules.

SUPERVISION

The individual responsible for monitoring the advisory activities of Mr. Richardson is Steven M. Wylam, Chief Compliance Officer. Mr. Wylam or his designee is responsible to review the recommended financial plans and transactions of your Financial Advisor. The Chief Compliance Officer provides an oversight of the activities occurring in your account(s). If you have any questions about the trading or recommendations in your account, please call Mr. Wylam at (317) 975-5033.