



## **Item 1-Cover Page**

### **Marc S. Schliefer, CFP® RICP®**

Equity Planning Inc.  
7910 Woodmont Ave, Suite 900  
Bethesda, MD 20814  
301-652-8702

#### **Main Office Location:**

##### **CWM, LLC**

14600 Branch St.  
Omaha, NE 68154  
402-330-0808

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**This document provides information about Marc S. Schliefer that supplements the CWM, LLC brochure. You should have received a copy of that brochure. Please contact the CWM Chief Compliance Officer at 888-321-0808 if you did not receive CWM, LLC's brochure or if you have any questions about the contents of this supplement.**

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

## **Item 2 – Educational Background and Business Experience**

Marc Schliefer was born in 1957.

#### **Educational Background:**

University of Maryland, 09/1977-05/1978  
Montgomery College, 09/1975-05/1977

#### **CFP® CERTIFIED FINANCIAL PLANNER™**

Marc Schliefer is certified for financial planning services in the United States by Certified Financial Planner Board of Standards, Inc. ("CFP Board"). Therefore, I may refer to myself as a CERTIFIED FINANCIAL PLANNER™ professional or a CFP® professional, and I may use these and CFP Board's other certification marks (the "CFP Board Certification Marks"). The CFP® certification is voluntary. No federal or state law or regulation requires financial planners to hold the CFP® certification. You may find more information about the CFP® certification at [www.cfp.net](http://www.cfp.net).

CFP® professionals have met CFP Board's high standards for education, examination, experience, and ethics. To become a CFP® professional, an individual must fulfill the following requirements:

- **Education** – Earn a bachelor's degree or higher from an accredited college or university and complete CFP Board-approved coursework at a college or university through a CFP Board Registered Program. The coursework covers the financial planning subject areas CFP Board has determined are necessary for the competent and professional delivery of financial planning

services, as well as a comprehensive financial plan development capstone course. A candidate may satisfy some of the coursework requirement through other qualifying credentials.

- **Examination** – Pass the comprehensive CFP® Certification Examination. The examination is designed to assess an individual's ability to integrate and apply a broad base of financial planning knowledge in the context of real-life financial planning situations.
- **Experience** – Complete 6,000 hours of professional experience related to the personal financial planning process, or 4,000 hours of apprenticeship experience that meets additional requirements.
- **Ethics** – Satisfy the Fitness Standards for Candidates for CFP® Certification and Former CFP® Professionals Seeking Reinstatement and agree to be bound by CFP Board's Code of Ethics and Standards of Conduct ("Code and Standards"), which sets forth the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements: to remain certified and maintain the right to continue to use the CFP Board Certification Marks:

- **Ethics** – Commit to complying with CFP Board's Code and Standards. This includes a commitment to CFP Board, as part of the certification, to act as a fiduciary, and therefore, act in the best interests of the client, at all times when providing financial advice and financial planning. CFP Board may sanction a CFP® professional who does not abide by this commitment, but CFP Board does not guarantee a CFP® professional's services. A client who seeks a similar commitment should obtain a written engagement that includes a fiduciary obligation to the client.
- **Continuing Education** – Complete 30 hours of continuing education hours every two years to maintain competence, demonstrate specified levels of knowledge, skills, and abilities, and keep up with developments in financial planning. Two of the hours must address the Code and Standards.

#### RICP® Retirement Income Certified Professional®

The designation is issued by The American College and is granted to individuals who are offering solutions to modern retirement income planning scenarios ranging from the common to the complex. To receive the RICP® designation, you must successfully complete all three courses, meet experience requirements, and agree to comply with The American College Code of Ethics and Procedures. Participation in the Professional Recertification Program is also required. Continuing education of 15 hours every two years is required to maintain the designation.

#### Business Experience:

Equity Planning Inc. – President, Financial Planner	04/1996-Present
CWM, LLC – Investment Advisor Representative	01/2016-Present
Cetera Advisor Networks LLC – Registered Representative	01/2017-Present
LPL Financial LLC – Registered Representative	05/2013-01/2017
U.S. Financial Advisors – Investment Advisor Representative	05/2013-01/2016

### **Item 3 – Disciplinary Information**

Marc Schliefer does not have any legal or disciplinary events required to be disclosed in response to this item.

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

Marc Schliefer is also a registered representative with Cetera Advisor Networks LLC, a registered broker/dealer and member of FINRA. In such capacity, he may sell securities through Cetera Advisor Networks LLC, and receive normal and customary commissions as a result of such purchases and sales. The client is under no obligation to purchase or sell securities through Marc Schliefer on a commissionable basis. In addition, he may receive other compensation such as mutual fund or money market 12b-1 fees and variable annuity trails. Compensation possibilities create a conflict of interest for advisors when making recommendations to clients. To address this, disclosure is made to the client at the time a brokerage account is opened through Cetera Advisor Networks LLC, identifying the nature of the transaction or relationship, the role to be played by Cetera Advisor Networks LLC and Marc Schliefer, and any compensation (e.g., commissions, 12b-1 fees) to be paid by the client and/or received by the registered representative.

Marc Schliefer is independently licensed to sell insurance and annuity products through various insurance companies. When acting in this capacity, Marc Schliefer will receive commissions for selling insurance and annuity products. Clients can choose any independent insurance agent and insurance company to purchase insurance products and are not obligated to purchase insurance products through Marc Schliefer. Regardless of the insurance agent selected, the insurance agent or agency receives normal commissions from the sale. The receipt of compensation and other potential incentive benefits creates an incentive to recommend products to clients. At the time of any recommendations, Marc Schliefer will discuss the products, your needs, and any compensation arrangements.

### **Item 5 – Additional Compensation**

CWM and your representative have been incented to join and remain affiliated with Cetera Advisor Network, LLC through certain compensation arrangements which could include bonuses, enhanced payouts, forgivable loans and/or business transition loans. Furthermore, there may or may not be production or retention goals associated with the recommendations or transactions made by your representative. The receipt of any such compensation may be considered to be a conflict of interest. We encourage you to review CWM's Form ADV closely and discuss any conflicts of interest with your representative.

Marc Schliefer will have warrants vest after he meets specific production goals in regards to the ownership agreement he has in place with Lion Street, Inc. for life, disability, long term care and fixed annuities. He will also receive payments from an Incentive Pool as an owner.

### **Item 6 – Supervision**

As CEO of CWM, LLC, Ron Carson is responsible for all supervised persons. However, the day to day supervision functions are conducted by the Compliance, Supervision, and Operations Departments of the firm. Persons with questions related to CWM's supervision structure may call 888-321-0808.