TAMMY GOODMAN FINANCIAL LLC
FINANCIAL PLANNING & CONSULTING

Form ADV Part 2A – Disclosure Brochure

Dated March 2, 2022

Tammy Goodman Financial, LLC
Firm CRD #300979

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This brochure provides information about the qualifications and business practices of Tammy Goodman Financial, LLC. If you have any questions about the contents of this brochure, please contact us at (704) 905-7950.

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. Registration as a registered investment advisor does not imply a certain level of skill or training.

Additional information about Tammy Goodman Financial, LLC, CRD #300979 also is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 Material Changes

Form ADV 2 is divided into two parts: Part 2A (the "Disclosure Brochure") and Part 2B (the "Brochure Supplement"). The Disclosure Brochure provides information about a variety of topics relating to an Advisor's business practices and conflicts of interest. The Brochure Supplement provides information about advisory personnel of Tammy Goodman Financial, LLC.

Tammy Goodman Financial, LLC believes that communication and transparency are the foundation of its relationship with clients and will continually strive to provide its clients with complete and accurate information at all times. Tammy Goodman Financial, LLC encourages all current and prospective clients to read this Disclosure Brochure and discuss any questions you may have with us. And of course, we always welcome your feedback.

Changes since last filing

Since the filing of our last annual updating amendment filing dated January 15, 2021, in an amendment filing dated August 5, 2021, we made changes referencing Ms. Goodman's previous employment with Premier, Inc., in Part 2A – Items 10 and 19, and Part 2B – Items 2 and 4. Since the filing of our last amendment filing dated August 5, 2021, we have made the following changes to our Form ADV that might be considered material:

Item 4 has been updated to more clearly describe financial planning service offerings. Items 4, 5 and 7 have been updated to incorporate consultation services to other businesses, and fees and types of clients associated with that service offering. Please review Items 4, 5, and 7 of this Brochure for more information.

If you have any questions about these changes, please contact our firm's owner, Tammy Goodman.

Future Changes

From time to time, we may amend this Disclosure Brochure to reflect changes in our business practices, changes in regulations and routine annual updates as required by the securities regulators. This complete Disclosure Brochure or a Summary of Material Changes shall be provided to each client annually and if a material change occurs in the business practices of Tammy Goodman Financial, LLC.

At any time, you may view the current Disclosure Brochure on-line at the SEC's Investment Adviser Public Disclosure website at www.adviserinfo.sec.gov.

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Privacy Policy

Item 4 Advisory Business

Tammy Goodman Financial, LLC ("TGF" or "Advisor") is formed as a Limited Liability Company in the state of North Carolina as of January 17, 2019. TGF is registered as an investment advisor firm with the North Carolina securities regulators. The principal owner of the firm is Tammy A. Goodman. The Advisor offers financial planning services along with discretionary investment advisory services to individual clients.

The following paragraphs describe our services and fees. As used in this Disclosure Brochure, the words "Advisor", "TGF", "firm," "we," "our," and "us" refer to Tammy Goodman Financial, LLC and the words "you," "your," and "client" refer to you as either a client or prospective client of our firm.

Types of Advisory Services

We offer the following services to our clients, which are personalized to each individual client:

- Financial Planning Services
    - Project-Based Financial Planning
    - Long-Term Financial Planning
- Investment Management
- Consulting Services

Financial Planning Services

TGF offers clients a broad range of financial planning services on a one-time/projected-based or ongoing basis, and could involve comprehensive review or limited scope engagements. In general, financial planning will address any or all of the following areas of interest/concern. The client and advisor will work together to select the specific areas to cover.

These areas may include, but are not limited to, the following topics:

- Financial Goal Planning
- Cash Flow Management
- Compensation & Benefits Optimization
- Executive Compensation Review
- Investment Planning & Strategies
- Risk Management & Insurance Review
- Retirement Planning
- Estate Planning Strategies
- Tax Planning Strategies

A description of each area financial planning has been provided as follows:

Financial Planning Topic	What this may include
Financial Goal Planning Help identifying financial goals and developing a plan to reach them.	• In-depth conversation regarding what you plan to accomplish • Evaluation of what resources you will need accomplish your goals, how much time you will need to reach the goal, and how much you should budget/plan for your goal • Advice on savings strategies, including amounts and tax-advantaged savings methods as appropriate
Cash Flow Management Review current income, debts, monthly spending, fixed expenses, and savings goals, and identify opportunities for streamlining or improvement.	• Evaluation of how spending and saving patterns contribute to or hinder attainment of goals, and guidance on how to accomplish adjustments to spending and savings levels • Advice on prioritizing how any surplus should be used • Advice on debt reduction and loan management, and a discussion of how to implement desired improvements • Guidance on an appropriate cash reserve that should be considered for emergencies and other financial goals
Compensation & Benefits Optimization Examine current compensation package and employer-provided benefits to ensure value maximization.	• Review of the components of your total compensation package (e.g., base salary, bonus incentives, equity compensation) • Review of components of your benefits and rewards programs (e.g., retirement plans, and health and welfare benefits) • Discuss and recommend salary negotiation options, strategies and techniques
Executive Compensation Review Increase understanding and help establish strategies to integrate unique programs into your personal finances	• Evaluation of executive compensation programs, such as deferred compensation, employment agreements, and other opportunities • Review of financial implications during employment transitions, such as severance package analysis or computing buyout negotiations • Develop strategies around equity compensation plans (e.g., stock options, restricted stock or RSUs)
Investment Planning Review current portfolio and provide guidance for alignment with your financial goals and risk tolerance.	• Review of current investments in investment accounts, such as IRAs, employer retirement plans, and taxable investment accounts • Review of current asset allocation and existing investment lineup in consideration of the account's taxation characteristics, and the investment type's taxation characteristics • If adjustments should be considered, a recommended allocation to asset classes may be provided • Specific investment adjustments are typically not provided unless client has specifically engaged in Investment Management Services • The strategies and types of investments we may recommend are further discussed in Item 8 of this brochure
Risk Management & Insurance Review Assess existing coverage to ensure appropriate coverage for life, disability, long-term care, liability, home and automobile insurance.	• Discussion about various types of risk exposure that could have a significant adverse impact on your financial picture, and aligning insurance coverage with risk appetite and financial capacity • A recommendation of how much life insurance is needed and the most advantageous types of insurance products • If applicable, existing life insurance policies will be reviewed to evaluate the life insurer's illustrated long-term projections, and advice may be given regarding strategies to improve policy performance

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Financial Planning Topic	What this may include
Retirement Planning Evaluate retirement savings and financial independence readiness, and explore scenarios to increase probability of long-term success.	• Comprehensive review of various sources of income and assets • Modeling multiple "what-if" scenarios, to analyze retirement savings needs, and retirement income planning • Advice on adjusting certain variables to improvement likelihood of meeting retirement goals (e.g., working longer, saving more, spending less, taking more risk with investments) • Advice on withdrawal strategies, with guidance on tax optimization strategies
Estate Planning Strategies Review financial components of your estate plan and provide guidance on next steps.	• Advice on establishing or reviewing your current estate plan, which may include the importance of a will, powers of attorney, trusts and other related documents/plans • Review of designated beneficiaries on your financial accounts and life insurance policies • Review of asset titling and preparation of an inventory of accounts to review with your estate planning attorney • If applicable, analysis of your exposure to estate taxes, and identifying ideas for ways for to minimize, or avoid, estate taxes through implementing appropriate estate planning strategies
Tax Planning Strategies Review the tax impact of financial planning decisions.	• Review of your current tax situation, including an understanding of marginal income tax bracket, long-term capital gains bracket • Advice in various topics of your financial picture may include strategies to minimize your current and future income taxes • Advice on ways to stay organized with tax records • Advice on adjustments to payroll tax withholding elections

We always recommend that you consult with a qualified attorney when you initiate, update, or complete estate planning activities. We recommend that you consult with a qualified tax professional before initiating any tax planning strategy. We may provide you with contact information for accountants or attorneys if you wish to hire someone for such purposes. From time-to-time, we will participate in meetings or phone calls between you and your other professionals with your approval or request.

Before TGF enters into an advisor-client relationship, we offer a complimentary general consultation to discuss services available, give a prospective client time to review our services, and determine whether the client might benefit from a relationship with the Advisor. Our services begin only after we, together with the client, formalize the relationship with a properly executed agreement. We, together, will determine whether the relationship is for Project-Based Financial Planning or Long-Term Financial Planning.

Upon initially engaging in financial planning services, a client will share their financial goals, desired outcomes, and provide a current picture of their financial situation. Clients will be required to provide information to help complete the areas of analysis, such as net worth, cash flow, compensation, employee benefits, retirement savings, insurance, investments, tax documents, college planning and estate planning.

Project-Based Financial Planning

Our project-based financial planning service involves client and the Advisor working one-on-one over a fixed period of time to address some or all of the areas listed above based on interest or concern. The scope of a project-based engagement can range from fundamental guidance (e.g., general status overview and observations) to highly complex analysis (e.g., integrated computations, evaluation of scenarios and strategic recommendations), based on the client's goals and objectives for seeking out financial planning services.

Once the scope of the service is determined, a fixed time period is agreed upon, over which the client and the Advisor will collaborate regarding the financial concerns. The Advisor commits to complete the financial planning service in the time period established. TGF has a collaborative and interactive approach, and this service may consist of several meetings and working sessions over the time period, which will require the client's attention and engagement. The client's information will be reviewed, their financial situation will be summarized and analyzed, and then the findings, analysis and potential changes to their current situation will be reviewed with the client. This service does not include ongoing monitoring or implementation of changes. Once the financial planning service is delivered and the time period has concluded, the engagement is concluded.

Long-Term Financial Planning

Our long-term financial planning service involves client and the Advisor working one-on-one over an extended period of time for comprehensive financial planning involving a multitude (some or all) of the areas listed above, as applicable to the client.

Our long-term financial planning service includes assistance in implementing financial recommendations, monitoring the results, recommending any changes, and ensuring the financial plan is up to date. The client's financial situation and goals will be monitored routinely throughout the engagement, and the client and the Advisor will periodically collaborate regarding action steps, and to ensure accuracy and ongoing appropriateness of implementation efforts. This service also includes proactive service regarding planned action items identified, plus further evaluation as situations arise.

Investment Management Services

Clients may engage TGF for investment management services, which are provided under the terms of a written advisor agreement executed by Tammy Goodman Financial, LLC and the client.

TGF offers ongoing investment management services based on the individual goals, objectives, time horizons, and risk tolerance of each client. An Investment Policy Statement is created for each client, which outlines the client's stated risk tolerance and an initial target asset allocation. TGF evaluates the current investments of each client, and then constructs an investment plan and recommended portfolio that matches the client's specific situation. TGF will request discretionary authority from clients in order to select securities and execute transactions without permission from the client prior to each transaction.

TGF's recommended portfolios generally consist of exchange-listed securities, mutual funds, corporate debt securities, and municipal securities. Investing in these types of securities helps to diversify an investment portfolio.

Clients may engage TGF to manage and/or offer investment advice on certain investments that are not maintained at their primary custodian, such as assets held in employer sponsored retirement plans, and/or assets held in qualified tuition plans (e.g., 401(k) and 529 plans). In these situations, TGF recommends the allocation of client assets among the various investment options available in each plan/custodian, and the client handles the implementation at their discretion.

TGF will tailor our advisory services to our client's individual needs based on meetings and conversations with the client. If clients wish to impose certain restrictions on investing in certain securities or types of securities, this preference will be captured on the client's Investment Policy Statement. TGF will address those restrictions with the client to have a clear understanding of the client's requirements.

TGF currently reports client assets under management total $2,635,988.46. Assets under management were calculated as of January 6, 2022.

We do not participate in wrap fee programs.

Consulting Services

Our firm provides consultative services to other businesses, which may include professional services firms, other financial advisors, regarding executive compensation programs, equity compensation awards, and general financial planning topics. Generally, areas of advising could include program design education and operational guidance. In providing these consulting services, our firm does not provide any investment advice or any recommendations specific to any individual's personal financial situation.

Item 5 Fees and Compensation

TGF is a fee-only firm. TGF is compensated solely by professional fees received directly from its clients, and does not receive any compensation that is contingent on the purchase or sale of a financial product. Neither TGF, nor any related person of TGF, accepts any sales commissions, referral fees, service fees, or other form of compensation from any third party, nor does TGF or any related person compensate anyone else directly or indirectly for client referrals. Fees are generally negotiable and are paid as described below, directly by the client.

Financial Planning Services Fees

Financial planning is a discovery process; therefore, situations occur wherein the client is unaware of certain financial exposures. The fee is determined at the sole discretion of the Advisor. The fee for financial planning services is predicated upon the facts known at the start of the engagement. The fee determined is based upon the complexity disclosed by the client. In the event that the client's situation is substantially different than disclosed at the initial meeting, a revised fee will be provided by mutual agreement. The client must approve the change in scope in advance of the additional work being performed when a fee increase is necessary.

Project-Based Financial Planning Fee

Clients who engage TGF for project-based financial planning services may do so for a fixed flat fee. The fee range for a financial plan is $500-$6,000 and varies based on complexity and scope of the project.

Project-based engagements are designed with a time period goal for completion. If the expected time period for the project is less than six months, the client may pay the fee in full at the beginning of the engagement; otherwise, a payment schedule will be determined, comprised of an initial fee and monthly installments. Specific details regarding payment installments may be customized to suit the situation.

For illustrative purposes, below are sample project-based arrangements and fees:

Project Complexity	Estimated Time Period	Financial Planning Fee
– Starter/Basic	2- 3 months	$2,500
– Moderate	5 months	$4,500

In situations where the scope of work involves significant uniqueness or ambiguity causing a specific time period to be challenging to establish, TGF may be decide an hourly fee is more appropriate. The hourly rate is $200. For hourly engagements, an initial amount of $500 will be billed at the start of the engagement, and the Advisor and the client will agree upon a billing schedule and frequency for hours worked. The client is required to pay the fee within five days of delivery of the invoice.

In no event will TGF collect more than $500 more than six months in advance from any client.

Long-Term Financial Planning Fee

Clients who engage TGF for comprehensive financial planning on an ongoing basis may do so for a fee structure consisting of an initial payment of $1,500, followed by a fixed flat fee, payable monthly. The fixed monthly fee is determined at the beginning of the engagement, based upon the complexity of the financial planning situation and the scope of the services for which the client has engaged TGF. The fee range is $100-$600 per month. The initial payment and the ongoing monthly payment are due within five days of receipt of TGF providing an invoice to the client.

For clients who engaging in Long-Term Financial Planning who have not engaged in Project-Based Financial Planning or Investment Management, an initial payment of $1,500 is payable upon executing the financial planning agreement, and monthly payments will be due for each full month thereafter.

For clients who have previously engaged TGF in Project-Based Financial Planning, the initial fee for Long-Term Financial Planning may be waived or reduced, at TGF's discretion.
For clients who engage TGF in Long-Term Financial Planning and Investment Management services concurrently, the initial fee and/or the monthly fee for Long-Term Financial Planning may be waived or reduced, at TGF's discretion.

Investment Management Fee

Pursuant to an investment management agreement signed by each client, the client will pay TGF a quarterly management fee, payable in arrears, based on the value of portfolio assets of the account on the last business day of the preceding quarter. The annual asset management fee is 1.00% for assets up to $1M, and 0.75% for amounts exceeding $1M.

Assets	Annual Fee	Fee Assessed - Calculated Quarterly
Up to $1,000,000	1.0%	1.0% / 4 = 0.25%
$1,000,001 and above	0.75%	0.75% / 4 = 0.1875%

Asset management fees will be automatically deducted from the client account on a quarterly basis by the qualified custodian. The client will give written authorization permitting TGF to be paid directly from their account held by the custodian. The fee calculation will be determined by TGF based on the value of the client's assets upon which the fee was based, multiplied by the investment management fee, on a quarterly basis (e.g., for an account under $1M, the annual asset management fee of 1.00% is computed as 0.25% on a quarterly basis). Clients need to be aware that it is their responsibility to verify the accuracy of the fee calculation and that the custodian will not determine whether the fee is properly calculated.

All fees paid to TGF for investment management services are separate and distinct from the expenses charged by mutual funds to their shareholders. These fees and expenses are described in each fund's prospectus. These fees will generally include a management fee and other fund expenses.

At no time will TGF accept or maintain custody of a client's funds or securities except for authorized fee deduction. Client is responsible for all custodial, securities and brokerage execution fees charged by the custodian and executing broker-dealer. The Advisor's fee is separate and distinct from the custodian and execution fees. See Item 12 Brokerage Practices, for further information of brokerage and transaction costs.

Consulting Services Fee

Clients who engage TGF for executive compensation consulting services may do so for a fixed flat fee. The fee range for a consulting engagement is $3,000-$30,000 and varies based on complexity and scope of the project. Other features regarding project-based engagements described above are applicable to consulting services.

Consulting services engagements are designed with a time period goal for completion. If the expected time period for the project is less than six months, the client may pay the fee in full at the beginning of the engagement; otherwise, a payment schedule will be determined, comprised of an initial fee and monthly installments. Specific details regarding payment installments may be customized to suit the situation.

In situations where the scope of work involves significant uniqueness or ambiguity causing a specific time period to be challenging to establish, TGF may be decide an hourly fee is more appropriate. The hourly rate is $200. For hourly engagements, an initial amount of $500 will be billed at the start of the engagement, and the Advisor and the client will agree upon a billing schedule and frequency for hours worked. The client is required to pay the fee within five days of delivery of the invoice.

In no event will TGF collect more than $500 more than six months in advance from any client.

Additional Information About Fees

All fees are negotiated at the sole discretion of TGF.

A portion of TGF's financial planning fee and hourly fee for project-based services is paid in advance. Should you terminate the agreement for financial planning services or for consultation services prior to completion, we will refund to you any unearned portion of the pre-paid fee from date of termination.

We do not accept compensation for the sale of securities or other investment products including asset-based sales charges or service fees from the sale of mutual funds.

Item 6 Performance-Based Fees and Side-by-Side Management

We do not offer performance-based fees.

Item 7 Types of Clients and Minimum Account Size

We will offer our services to individuals, corporations or other businesses, and other financial advisors. We do not have any minimum requirements for opening or maintaining an account.

Item 8 Methods of Analysis, Investment Strategies, Risk of Loss

TGF helps clients save and invest toward their goals by recommending an asset allocation model that balances overall return with a client's emotional and financial capacity to handle losses. TGF's general philosophy is that an asset allocation that's appropriate for a client does not require frequent trading and that emotional responses to financial markets can often harm the performance of client investments. TGF believes that buying assets and holding them for the long term helps reduce costs and increase overall return. Sometimes, we will recommend a short-term move based on the client's individual situation. TGF believes that regular investing and low-cost products maximize savings and investments. As such, TGF generally advocates a passive investment strategy, although other strategies may be recommended and used.

The investment advice provided along with the strategies suggested by TGF will vary depending on each client's specific financial situation and goals. TGF uses information that is available to investors through public means, including financial industry tools and periodicals, or purchased to analyze investment recommendations.

Modern Portfolio Theory

TGF's investment philosophy is based on the principles of Modern Portfolio Theory (MPT). The underlying principles of MPT are:

- Investors are risk averse. The only acceptable risk is that which is adequately compensated by an expected return. Risk and investment return are related and an increase in risk requires an increased expected return.
- Markets are efficient. The same market information is available to all investors at the same time. The market prices every security fairly based upon this equal availability of information.
- The design of the portfolio as a whole is more important than the selection of any particular security. The appropriate allocation of capital among asset classes will have far more influence on long-term portfolio performance than the selection of individual securities.
- Investing for the long-term (preferably longer than ten years) becomes critical to investment success because it allows the long-term characteristics of the asset classes to surface.
- Increasing diversification of the portfolio with lower correlated asset class positions can decrease portfolio risk. Correlation is the statistical term for the extent to which two asset classes move in tandem or opposition to one another.

Passive Investment Management

TGF primarily practices passive investment management. Passive investing involves building portfolios that are comprised of various distinct asset classes. The asset classes are weighted in a manner to achieve a desired relationship between correlation, risk and return. The funds that are used to build passive portfolios are typically index mutual funds or exchange traded funds. Passive investment management is characterized by low portfolio expenses (i.e. the funds inside the portfolio have low internal costs), minimal trading costs (due to infrequent trading activity), and relative tax efficiency (because the funds inside the portfolio are tax efficient and turnover inside the portfolio is minimal). In contrast, active management involves a single manager or managers who employ some method, strategy or technique to construct a portfolio that is intended to generate returns that are greater than the broader market or a designated benchmark.

Material Risks Involved

Clients need to be aware that investing in securities involves risk of loss that clients need to be prepared to bear.

The methods of analysis and investment strategies followed by TGF are utilized across all of our clients, as applicable. One method of analysis or investment strategy is not more significant than the other as we are considering the client's portfolio, risk tolerance, time horizon and individual goals.
Every type of investment, including diversified mutual funds, involves risk. Risk refers to the possibility that you will lose money (both principal and any earnings) or fail to make money on an investment. A fund's investment objective and its holdings are influential factors in determining how risky a fund is. Reading the prospectus will help you to understand the risk associated with that particular fund. Generally speaking, risk and potential return are related. This is the risk/return trade-off. Higher risks are usually taken with the expectation of higher returns at the cost of increased volatility. While a fund with higher risk has the potential for higher return, it also has the greater potential for losses or negative returns. The school of thought when investing suggests that the longer your investment time horizon is, the less affected you should be by short-term volatility.   Therefore, the shorter your investment time horizon, the more concerned you should be with short-term volatility and higher risk.

Below is a list of some of the risks to consider when investing.

- *Call Risk:* The possibility that falling interest rates will cause a bond issuer to redeem—or call—its high-yielding bond before the bond's maturity date.
- *Country Risk:* The possibility that political events (a war, national elections), financial problems (rising inflation, government default), or natural disasters (an earthquake, a poor harvest) will weaken a country's economy and cause investments in that country to decline.
- *Credit Risk:* The possibility that a bond issuer will fail to repay interest and principal in a timely manner. Also called default risk.
- *Currency Risk*: The possibility that returns could be reduced for Americans investing in foreign securities because of a rise in the value of the U.S. dollar against foreign currencies. Also called exchange-rate risk.
- *Income Risk:* The possibility that a fixed-income fund's dividends will decline as a result of falling overall interest rates.
- *Industry Risk:* The possibility that a group of stocks in a single industry will decline in price due to developments in that industry.
- *Inflation Risk:* The possibility that increases in the cost of living will reduce or eliminate a fund's real inflation-adjusted returns.
- *Interest Rate Risk:* The possibility that a bond fund will decline in value because of an increase in interest rates.
- *Manager Risk:* The possibility that an actively managed mutual fund's investment adviser will fail to execute the fund's investment strategy effectively resulting in the failure of stated objectives.
- *Market Risk:* The possibility that stock fund or bond fund prices overall will decline over short or even extended periods. Stock and bond markets tend to move in cycles, with periods when prices rise and other periods when prices fall.
- *Principal Risk:* The possibility that an investment will go down in value, or "lose money," from the original or invested amount.

Other risks to consider when investing are included below:

- *Asset Class Risk*: Securities in your portfolio(s) or in underlying investments such as mutual funds may underperform in comparison to the general securities markets or other asset classes.

- *Concentration Risk:* To the extent that we recommend portfolio allocations that are concentrated in a particular market, industry or asset class, your portfolio is susceptible to loss due to adverse occurrences affecting that market, industry, or asset class.
- *Equity Securities Risk:* Equity securities are subject to changes in value that are attributable to market perception of a particular issuer or general stock market fluctuations that affect all issuers. Investments in equity securities are more volatile than other types of investments.
- *Growth Securities Risk*: Growth companies are companies whose earnings growth potential appears to be greater than the market, in general, and whose revenue growth is expected to continue over an extended period. Stocks of growth companies or "growth securities" have market values that are more volatile than those of other types of investments. Growth securities typically do not pay a dividend, which helps cushion stock prices in market downturns and reduce potential losses.
- *Issuer Risk:* Your account's performance depends on the performance of individual securities in which your account invests. Any issuers performing poorly, causing the value of its securities to decline. Poor performance is caused by poor management decisions, competitive pressures, changes in technology, disruptions in supply, labor problems or shortages, corporate restructurings, fraudulent disclosures, or other factors. Changes to the financial condition or credit rating of an issuer of those securities causes the value of the securities to decline.
- *Management Risk*: The performance of your account is subject to the risk that our investment management strategy will not produce the intended results.
- *Market Risk:* Your account will lose money over short periods due to short-term market movements and over longer periods during market downturns. The value of a security declines due to general market conditions, economic trends, or events that are not specifically related to the issuer of the security or to factors that affect a particular industry or industries. During a general downturn in the securities markets, multiple asset classes are negatively affected.
- *Larger Company Securities Risk:* Securities of companies with larger market capitalizations underperform securities of companies with smaller and mid-sized market capitalizations in certain economic environments. Larger, more established companies might be unable to react as quickly to new competitive challenges, such as changes in technology and consumer tastes. Some larger companies are unable to grow at rates higher than the fastest growing smaller companies, especially during extended periods of economic expansion.
- *Liquidity Risk*: A security is not able to be sold at the time desired without adversely affecting the price.
- *Regulatory Risk:* Changes in government regulations adversely affect the value of a security. An insufficiently regulated industry or market might also permit inappropriate practices that adversely affect an investment.
- *Smaller Company Securities Risk*: Securities of companies with smaller market capitalizations, historically, tend to be more volatile and less liquid than larger company stocks. Smaller companies have no or relatively short operating histories, or be newly public companies. Some of these companies have aggressive capital structures, including high debt levels, or are involved in rapidly growing or changing industries and/or new technologies, which pose additional risks.

Item 9 Disciplinary Information

Neither TGF nor its management have had any legal or disciplinary events, currently or in the past. Neither TGF nor its management have been involved in administrative enforcement proceedings.

Item 10 Other Financial Industry Activities and Affiliations

TGF is not a broker-dealer nor is its management person a registered representative of a broker-dealer.

TGF does not have an application pending as a futures commission merchant, commodity pool operator, or a commodity trading advisor, or as an associated person of the foregoing entities.

TGF does not recommend or select other investment advisers for clients.

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

TGF is registered as a state registered investment advisor with the North Carolina securities regulators and has adopted as an industry best practice a Code of Ethics that sets forth the basic policies of ethical conduct. TGF will only have one employee who is the owner of the firm, Tammy A Goodman. Ms. Goodman will be the only individual responsible for providing advice to all clients of TGF. The Code of Ethics governs personal trading by each employee of TGF deemed to be an Access Person and is intended to ensure that securities transactions effected by the Access Person of TGF is conducted in a manner that avoids any conflict of interest between Ms. Goodman and clients of the adviser or its affiliates. As a single member firm, Ms. Goodman has a fiduciary duty to clients of TGF to not trade her personal account in any way that may conflict with trading her client account of TGF. Ms. Goodman will adhere to TGF's Code of Ethics on an ongoing basis and will provide a copy to any client or prospective client upon request.

Ms. Goodman from time to time may purchase or sell products that she recommended to clients. This practice presents a conflict where, because of the information the Advisor has, the Advisor or its related person are in a position to trade in a manner that adversely affect clients (e.g., place their own trades before or after client trades are executed in order to benefit from any price movements due to the clients' trades). In addition to affecting the Advisor's or its related person's objectivity, these practices by the Advisor or its related person also harm clients by adversely affecting the price at which the clients' trades are executed. To mitigate this conflict, TGF has a fiduciary duty to put the interests of their clients ahead of their own. TGF is a sole member firm, with the owner Tammy A. Goodman being the only individual providing investment advice to clients of TGF. Ms. Goodman has a fiduciary duty to clients of TGF to not trade her personal account in any way that may conflict with how client accounts of TGF are traded. Ms. Goodman will adhere to TGF's Code of Ethics as outlined above.

Item 12 Brokerage Practices

TGF does not have any affiliation with Broker-Dealers.

Specific custodian recommendations are made to the client based on their need for such services. We recommend custodians based on the reputation and services provided by the firm. TGF considers several factors in recommending a custodian to a client. Factors considered when recommending a custodian may include ease of use, reputation, service execution, pricing and financial strength, and convenience of access for the Advisor and the client. The availability of the research and/or services received or offered by the custodian are also taken into consideration.

TGF does not receive soft dollar benefits.

TGF does not receive client referrals from any broker-dealer or third party in exchange for using that broker-dealer or third party.

Directed Brokerage

For clients engaging TGF for investment management services, clients are recommended to open one or more custodian accounts in their own name at an independent custodian with which TGF has an existing relationship.

TGF participates in the TD Ameritrade Institutional program. TD Ameritrade Institutional is a division of TD Ameritrade, Inc. ("TD Ameritrade"), member FINRA/SIPC. TD Ameritrade is an independent and unaffiliated SEC-registered broker-dealer. TD Ameritrade offers to independent investment Advisors services which include custody of securities, trade execution, clearance, and settlement of transactions. TGF believes that TD Ameritrade provides quality execution services for clients at competitive prices. Advisor receives some benefits from TD Ameritrade through its participation in the program. (Please see the disclosure under Item 14 below.)

The client will provide authority to TGF to direct all transactions through TD Ameritrade in the investment management agreement.

As an investment advisory firm, TGF has a fiduciary duty to seek best execution for client transactions. While best execution is difficult to define and challenging to measure, there is some consensus that it does not solely mean the achievement of the best price on a given transaction. Rather, it appears to be a collective consideration of factors concerning the trade in question. Such factors include the security being traded, the price of the trade, the speed of the execution, apparent conditions in the market, and the specific needs of the client. TGF's primary objectives when placing orders for the purchase and sale of securities for client accounts is to obtain the most favorable net results taking into account such factors as 1) price, 2) size of order, 3) difficulty of execution, 4) confidentiality and 5) skill required of the broker. TGF may not necessarily pay the lowest commission or commission equivalent as specific transactions involve specialized services on the part of the broker.

Aggregating (Block) Securities Transactions for Client Accounts

Generally, TGF combines multiple orders for shares of the same securities purchased for investment accounts we manage (this practice is commonly referred to as "block trading"). We will then distribute a portion of the shares to participating accounts in a fair and equitable manner. The distribution of the shares purchased is typically proportionate to the size of the account, but it is not based on account performance or the amount or structure of management fees. Subject to our discretion, regarding particular circumstances and market conditions, when we combine orders, each participating account pays an average price per share for all transactions and pays a proportionate share of all transaction costs, if applicable. Accounts owned by our firm or persons associated with our firm may participate in block trading with your accounts; however, they will not be given preferential treatment.

Item 13 Review of Accounts

Investment accounts for clients engaging in Investment Management service are monitored regularly on a monthly basis. Client accounts are reviewed by Tammy A. Goodman, Member/Organizer. The nature of the review is to determine if the client account is still in line with the client's stated objectives, investment policies and risk tolerance levels. Events that may trigger a review would be unusual performance, addition or deletions of client-imposed restrictions, excessive draw-down, volatility in performance, or buy and sell decisions from the firm or per client's needs. The client is encouraged to notify the Advisor if changes occur in his/her personal financial situation that might materially affect his/her investment plan or financial plan.

The client will receive written statements no less than quarterly from the custodian. The client will receive trade confirmations from the custodian for each transaction in their account(s) as well as statements showing all activity in their account(s), such as receipt of dividends and interest. TGF does not create separate written reports to clients recapping account activity.

Item 14 Client Referrals and Other Compensation

As disclosed under Item 12, above, Advisor participates in TD Ameritrade's institutional customer program and Advisor may recommend TD Ameritrade to clients for custody and brokerage services. There is no direct link between Advisor's participation in the program and the investment advice it gives to its clients, although Advisor receives economic benefits through its participation in the program that are typically not available to TD Ameritrade retail investors. These benefits include the following products and services (provided without cost or at a discount): receipt of duplicate client statements and confirmations; research related products and tools; consulting services; access to a trading desk serving Advisor participants; access to block trading (which provides the ability to aggregate securities transactions for execution and then allocate the appropriate shares to client accounts); the ability to have investment management fees deducted directly from client accounts; access to an electronic communications network for client order entry and account information; access to mutual funds with no transaction fees and to certain institutional money managers; and discounts on compliance, marketing, research, technology, and practice management products or services provided to Advisor by third party vendors. TD Ameritrade may also have paid for business consulting and professional services received by Advisor's related persons. Some of the products and services made available by TD Ameritrade through the program may benefit Advisor but may not benefit its client accounts. These products or services may assist Advisor in managing and administering client accounts, including accounts not maintained at TD Ameritrade. Other services made available by TD Ameritrade are intended to help Advisor manage and further develop its business enterprise. The benefits received by Advisor or its personnel through participation in the program do not depend on the number of brokerage transactions directed to TD Ameritrade. As part of its fiduciary duties to clients, Advisor endeavors at all times to put the interests of its clients first. Clients should be aware, however, that the receipt of economic benefits by Advisor or its related persons in and of itself creates a potential conflict of interest and may indirectly influence the Advisor's choice of TD Ameritrade for custody and brokerage services.

TGF does not receive payments from any advisory firm for client referrals.

Item 15 Custody

For client accounts in which TGF directly debits their investment management fee:

i. TGF will prepare a quarterly invoice for the client and the custodian pursuant to the fee calculation described in Item 5 and on the investment management agreement.
ii. The custodian will send statements, no less frequently than quarterly, to the client showing all disbursements for the account, including the amount of the investment management fee.
iii. The client will provide written authorization to TGF, permitting them to be paid directly for their accounts held by the custodian.

Under state regulations, TGF is deemed to have custody of client assets if the client authorizes TGF to instruct the qualified custodian to deduct our investment management fees directly from their account. The qualified custodian utilized by TGF maintains actual custody of all client assets. TGF encourages clients to carefully review/compare their account statements and firm invoice for any inaccuracies. Any discrepancies should be immediately brought to the firm's attention.

Item 16 Investment Discretion

TGF has discretion over the selection and amount of securities to be bought or sold in client accounts without obtaining prior consent or approval from the client for each transaction. However, these purchases or sales will be subject to specified investment objectives, guidelines, or limitations previously set forth by the client and agreed to by TGF.

Discretionary authority will only be provided upon full disclosure to the client. The granting of such authority will be evidenced by the client's execution of an Investment Management Agreement containing all applicable limitations to such authority. All discretionary trades made by TGF will be in accordance with each client's investment objectives and goals.

Item 17 Voting Client Securities

TGF will not vote, nor advise clients how to vote, proxies for securities held in client accounts. The client clearly keeps the authority and responsibility for the voting of these proxies. Also, TGF cannot give any advice or take any action with respect to the voting of these proxies. The client and TGF agree to this by contract. Clients will receive proxy solicitations from their custodian and/or transfer agent.

Item 18 Financial Information

Registered Investment Advisers are required in this Item to provide you with certain financial information or disclosures about our financial condition. We have no financial commitment that impairs our ability to meet contractual and fiduciary commitments to clients. If TGF does become aware of any such financial condition, this brochure will be updated and clients will be notified. We have not been the subject of a bankruptcy proceeding.

Item 19 Requirements for State-Registered Advisers

Tammy A. Goodman, CFP®, CECP, born 1980 and graduated in 1999 from the College of Southern Maryland (formerly, Charles County Community College) with an Associates Degree; graduated summa cum laude in 2002 from High Point University with a Bachelor's Degree and graduated in 2008 from the University of North Carolina at Charlotte with a Master of Business Administration, all of which were pursued during full-time employment. Ms. Goodman is the Member/Organizer of Tammy Goodman Financial, LLC as of January 2019 to Present. She previously served as the Director of Executive Compensation at Premier, Inc. from May 2017 to April 2021. Prior to that, she was the Director of Client Service at Barry, Evans, Josephs & Snipes from August 2012 to May 2017.

Ms. Goodman is not engaged in any other business activities.

TGF is not compensated by performance-based fees.

No management person of TGF has been found liable in any arbitration, civil or disciplinary actions or administrative proceedings.

There are no material relationships maintained by TGF or its management person with any issuers of securities other than as described in this Brochure.

Form ADV Part 2B –Brochure Supplement

Dated March 2, 2022

Tammy A. Goodman
Personal CRD #5064826

Tammy Goodman Financial, LLC
Firm CRD #300979

P.O. Box 12752
Charlotte, NC 28209

Phone: 704.905.7950

This brochure supplement provides information about Tammy A. Goodman that supplements the Tammy Goodman Financial, LLC brochure. You should have received a copy of that brochure. Please contact Tammy A. Goodman, Member/Organizer if you did not receive the Tammy Goodman Financial, LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about Tammy A. Goodman, CRD #5064826 is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 Educational Background/Business Experience

Tammy A. Goodman, CFP®, MBA, CECP
Born 1980

Educational Background
- College of Southern Maryland (formerly, Charles County Community College), Associates Degree, 1999
- High Point University, *summa cum laude,* Bachelor's Degree, 2002
- University of North Carolina at Charlotte, Master of Business Administration, 2008

Each of these degrees were pursued during full-time employment.

Business Experience
- Member/Organizer of *Tammy Goodman Financial, LLC* as of January 2019 to Present
- Director of Executive Compensation at *Premier, Inc.* from May 2017 to April 2021
- Director of Client Service at *Barry, Evans, Josephs & Snipes* from August 2012 to May 2017
- Various roles in Executive Compensation, including Director of Executive Compensation, at *Time Warner Cable, Inc.* from February 2007 to July 2012
- Various roles, including Consultant in Executive Compensation, at *Wachovia Bank, N.A.* from August 1999 to February 2007

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. Currently, more than 92,000 individuals have obtained CFP® certification in the United States.

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

- *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:

- *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*
- *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.

Ms. Goodman obtained the Certified Executive Compensation Professional designation in 2012. This specialty certification, issued by *WorldatWork*, signifies expertise in the field of Executive Compensation, and demonstrates the knowledge, experience and critical skills needed to design and manage programs that attract, motivate and retain dynamic executives and leaders who have the ability to provide positive business results and organizational strategies. *WorldatWork* is the leading nonprofit professional association in compensation and total rewards. *WorldatWork* asserts that Executive Compensation is the most complex and dynamic field in Total Rewards and to be successful it requires a broad and deep understanding of strategy, plan design, administration and evaluation of executive compensation plans.

Item 3 Disciplinary Information

There are no legal or disciplinary events or proceedings to report concerning Ms. Goodman. There are no situations to report concerning a professional attainment, designation, or license being revoked or suspended for Ms. Goodman.

Item 4 Other Business Activities

Ms. Goodman is not currently engaged in any outside business activities.

Item 5 Additional Compensation

Ms. Goodman does not receive compensation or other economic benefit from anyone for providing advisory services other than what has been described in the Tammy Goodman Financial, LLC Brochure.

Item 6 Supervision

Tammy A. Goodman is the Member/Organizer and Chief Compliance Officer of Tammy Goodman Financial, LLC. Ms. Goodman will adhere to the firm's compliance program and code of ethics on a continuous basis. She is the only individual who provides investment advice to clients and can be reached at (704) 905-7950.

Item 7 Requirements for State-Registered Advisers

Ms. Goodman has not been involved in an award or found liable in an arbitration claim, civil, or self-regulatory organization event or administrative proceeding, or been the subject of a bankruptcy petition

Privacy Policy

Effective March 10, 2019

Our Commitment to You

Tammy Goodman Financial, LLC ("TGF" or "Advisor") is committed to safeguarding the use of your personal information that we have as your Investment Advisor. TGF (referred to as "we", "our" and "us" throughout this notice) protects the security and confidentiality of the personal information we have and make efforts to ensure that such information is used for proper business purposes in connection with the management or servicing of your account. Our relationship with you is our most important asset. We understand that you have entrusted us with your private information, and we do everything we can to maintain that trust.

We do not sell your non-public personal information to anyone. Nor does TGF provide such information to others except for discrete and proper business purposes in connection with the servicing and management of your account as discussed below.

Details of our approach to privacy and how your personal non-public information is collected and used are set forth in this privacy policy.

The Information We Collect About You

You typically provide personal information when you complete the paperwork required to become our Client. This information includes the following:

Name, address and phone	*Date of Birth*
Social security or taxpayer ID	*Assets and liabilities*
Driver's License number(s)	*Income and expenses*
E-mail address(es)	*Investment activity*
Account information (including other institutions)	*Investment experience and goals*

In addition, we collect non-public information about you from the following sources:

- Information we receive on Brokerage Agreements, Managed Account Agreements and other Subscription and Account Opening Documents;
- Information we receive in the course of establishing a customer relationship including, but not limited to, applications, forms, investment questionnaires;
- Information about your transactions with us or others

Information about You that TGF Shares

TGF works to provide products and services that benefit our customers. We share non-public personal information with non-affiliated third parties (such as brokers and custodians) as necessary for us to provide agreed services and products to you consistent with applicable law. We also disclose non-public personal information to other financial institutions with whom we have joint business arrangements for proper business purposes in connection with the management or servicing of your account. In addition, your non-public personal information will also be disclosed to you, persons we believe to be your authorized agent or representative, regulators in order to satisfy TGF's regulatory obligations, and is otherwise required or permitted by law. Lastly, we will disclose your non-public personal information to companies we hire to help administrate our business. Companies we hire to provide services of this kind are not allowed to use your personal information for their own purposes and are contractually obligated to maintain strict confidentiality. We limit their use of your personal information to the performance of the specific service we have requested.

To repeat, we do not sell your non-public personal information to anyone.

Information about Former Clients

TGF does not disclose, and does not intend to disclose, non-public personal information to non-affiliated third parties with respect to persons who are no longer our clients.

Confidentiality and Security

Our employees are advised about the firm's need to respect the confidentiality of our customers' non-public personal information. Additionally, we maintain physical, procedural and electronic safeguards in an effort to protect the information from access by unauthorized parties.

We'll keep You informed

We will send you notice of our privacy policy annually for as long as you maintain an ongoing relationship with us. Periodically we may revise our privacy policy, and will provide you with a revised policy if the changes materially alter the previous privacy policy. We will not, however, revise our privacy policy to permit the sharing of non-public personal information other than as described in this notice unless we first notify you and provide you with an opportunity to prevent the information sharing. You can obtain a copy of our current privacy policy by contacting us at (704) 905-7950.