

ITEM 1 – COVER PAGE

Part 2B of Form ADV: Brochure Supplement

Ivory Johnson, Jr., CFP®, ChFC®
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This Form ADV Part 2B Brochure Supplement provides information about Ivory Johnson that supplements Independent Financial Partners' Form ADV Part 2A brochure. You should have received a copy of that brochure. Please contact the Independent Financial Partners' Compliance Department at 813-341-0960 if you did not receive Independent Financial Partners' Form ADV Part 2A brochure or if you have any questions about the contents of this Part 2B supplement.

Additional information about Ivory Johnson is available on the SEC's website at www.adviserinfo.sec.gov and/or FINRA's Broker Check at www.finra.org/brokercheck.

Item 2 - Educational Background and Business Experience

Full Legal Name: Ivory Jerome Johnson, Jr. **Date of Birth:** 09/27/1966

Education –

Bachelor of Science, Finance, Penn State, 1988

Business Experience –

April 2012 – Present, Investment Advisor Representative, Independent Financial Partners

March 2012 – Present, Registered Representative, LPL Financial

December 2008 – March 2012, Investment Advisor Representative, SII Investments Inc.

May 2001 – March 2012, Director of Financial Planning, Scarborough Capital Management

Industry Exams –

Series 3 - National Commodity Futures Examination

Series 4 – Registered Options Principal Examination

Series 7 – General Securities Representative Examination

Series 8 – General Securities Sales Supervisor Examination

Series 63 – Uniform Securities Agent State Law Examination

Series 66 – Uniform Combined State Law Examination

Designations –

Designation: Certified Financial Planner (CFP)

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

Prerequisites/Experience Required: Must have a bachelor's degree (or higher) from an accredited

college or university, and three years of full-time personal financial planning experience.

Educational Requirements: Must complete a CFP-board registered program or hold another designation authorized by the CFPBS.

Continuing Education: 30 hours every two years.

The CFP® certification marks are owned by Certified Financial Planner Board of Standards, Inc. and are awarded to individuals who successfully complete CFP Board's initial and ongoing certification requirements.

Designation: Chartered Financial Consultant (ChFC)

Issuing Organization: The American College

Prerequisites/Experience Required: Must complete three years of full-time business experience within the five years preceding the awarding of the designation.

Educational Requirements: Must complete seven core and two elective courses, equivalent of 27 semester credit hours.

Continuing Education: 15 hours every two years

The CLU® and ChFC® trademarks are the sole property of The American College and are subject to all applicable state, federal and international trademark laws.

Item 3 - Disciplinary Information

Ivory Johnson has no disciplinary actions, orders, regulatory actions or regulatory disclosure events to disclose.

Item 4 - Other Business Activities

A. Investment-Related Activities

Registered Representative of a Broker-Dealer

Ivory Johnson is also a Registered Representative with LPL Financial, a registered broker/dealer and member of FINRA and SIPC. As a Registered Representative, Ivory Johnson may solicit, offer and sell

securities through LPL Financial and may receive separate, yet normal and customary commission compensation as a result of executing purchases and sales of brokerage transactions on behalf of investment advisory clients. The client is under no obligation to purchase or sell securities through Ivory Johnson or LPL Financial. In addition, Ivory Johnson may receive other compensation such as mutual fund or money market 12b-1 fees (marketing fees) and trail commissions from variable insurance products. The potential for receipt of commissions and other compensation may create a conflict of interest and provide an incentive for Ivory Johnson to recommend investment products based on the compensation received, rather than on the client's needs. IFP addresses this conflict of interest by requiring Ivory Johnson to disclose to the client at the time a brokerage account is opened through LPL Financial the nature of the transaction or relationship, his role as a LPL Registered Representative, and any compensation including commissions and 12b-1 fees that may be paid by the client and/or received by Ivory Johnson.

Independent Insurance Agent

Ivory Johnson is also licensed as an independent insurance agent soliciting, offering and selling fixed life and annuity insurance products and is appointed with various insurance companies. Ivory Johnson may receive separate, yet customary commission compensation resulting from the purchases and sales of fixed life and annuity insurance products on behalf of investment advisory clients. The client is under no obligation to purchase fixed life and annuity insurance products through Ivory Johnson. In addition, Ivory Johnson may receive other compensation including bonuses and trail commissions from fixed insurance products. The potential for receipt of commissions and other compensation may create a conflict of interest and provide an incentive for Ivory Johnson to recommend fixed insurance products based on the compensation received, rather than on the client's needs. IFP addresses this conflict of interest by requiring Ivory Johnson to disclose to the client at the time the fixed insurance products are purchased the nature of the transaction or relationship, his role as an independent insurance agent and any compensation including commissions and trails that may be paid by the client and/or received by Ivory Johnson.

Ivory Johnson conducts the above investment related activities and may also conduct other business or investment related activities under the Doing Business As ("DBA") name of Delancey Wealth Management, LLC. Delancey Wealth Management, LLC is a separate entity from and is not owned or controlled by Independent Financial Partners or LPL Financial.

Disclosure Related To All Investment-related Activities:

Clients are not under any obligation to engage Ivory Johnson to provide other services. The implementation of any and all recommendations made by Ivory Johnson is solely at the discretion and direction of the client.

Ivory Johnson must place the interests of his clients first as part of Ivory Johnson's fiduciary obligation. Clients should be aware that the receipt of additional compensation for other activities, such as brokerage or insurance creates conflicts of interest and may provide an incentive for Ivory Johnson to recommend certain products based on the compensation received, rather than on the client's needs. IFP addresses this conflict of interest by requiring Ivory Johnson to disclose to the client the nature of the transaction or relationship, his role, and any compensation including commissions or fees that may be paid by the client and/or received by Ivory Johnson. Please refer to Independent Financial Partners' Part 2A to the Form ADV for additional information.

B. Non-Investment-Related Outside Business Activities for Compensation

Ivory Johnson is not engaged in any other business or occupation that provides substantial compensation or involves a substantial amount of his time.

Item 5 - Additional Compensation

Ivory Johnson may be eligible to receive cash and/or non-cash compensation from product sponsors for recommending certain types of insurance or other investment products. Compensation may include such items as gifts valued at less than \$100 annually, an occasional dinner or ticket to a sporting event, or reimbursement in connection with educational and training meetings or marketing or advertising initiatives. Product sponsors may also pay for education or training events that they may attend. All cash and non-cash compensation are pre-approved by Independent Financial Partners and/or LPL Financial and are based on total production for all products and services. While Independent Financial Partners and LPL Financial endeavor at all times to put the interests of our clients first as part of our fiduciary obligation, the possibility of receiving cash and non-cash compensation could create a conflict of interest when recommending certain products.

Ivory Johnson may receive from LPL Financial production bonuses, stock options, reimbursement of fees paid to LPL Financial for items such as administrative services, and other things of value such as free or reduced-cost marketing materials, payments in connection with the transition or association from another broker/dealer or investment adviser firm to LPL, advances of advisory fees, or attendance at LPL's national conference or top producer forums and events. LPL may pay your financial advisor this compensation based on his overall business production and/or on the amount of assets custodied at LPL Financial. Therefore, the amount of this compensation may be more than what your financial advisor would receive if the client participated in other programs or paid separately for investment advice, brokerage and other client services. Therefore, your financial advisor may have a financial incentive to recommend an advisory program over the other programs and services. However, your financial advisor may only recommend a program or service that he believes is suitable for you.

Ivory Johnson may recommend the services of a third-party money manager to his clients. In exchange for this recommendation, the selected third-party money manager may pay an investment advisory fee to Independent Financial Partners and Independent Financial Partners pays a part of that investment advisory fee to Ivory Johnson. The fee paid by the third-party money manager is typically based on the percentage of the assets under management with the third-party money manager.

Item 6 - Supervision

Each IAR is assigned to a Designated Supervisor that is responsible for supervising the investment advisory activities of the IAR.

Supervisor Name: Linda Christina

Title: Director of Advisory Compliance

Phone Number: (813) 341-0960

The Designated Advisory Supervisor or her designee will periodically review the IAR's investment advisory activities and client files for documentation to verify that account reviews and annual client contacts have been conducted and completed by IAR. In addition, the Designated Advisory Supervisor or her designee will periodically review transaction activity in investment advisory accounts and for any issues or problems. The Designated Advisory Supervisor or her designee will contact the IAR to discuss any identified issues, document and monitor the progress by the IAR to address the issue.

Independent Financial Partners supervises the personal securities transactions of each IAR to verify that their transactions do not pose a conflict of interest with the IARs' ability to make investment recommendations to his clients. Please refer to Independent Financial Partners Part 2A Disclosure Brochure for additional information.