

»» Item 1: Educational, Background and Business Experience

Part 2B of Form ADV: Brochure Supplement March 2019

Michael W. Dunbar

This Brochure Supplement provides information about our investment adviser representatives that supplements Financial Insights, Inc.'s brochure. You should have received a copy of that brochure. Please contact Alexandria A. Criss, Chief Compliance Officer of Financial Insights, Inc., if you did not receive Financial Insights, Inc.'s brochure or if you have any questions about the contents of this supplement.

Additional information about our investment adviser representatives is available on the SEC's website at www.adviserinfo.sec.gov. You may search this site using a unique identifying number, known as a CRD number for each Supervised Person.



Name: Michael (Mike) W. Dunbar, CFP, Member

CRD#: 1221526

Born: 1951

Education:

- » Graduated Washington State University
- » Bachelor of Arts Degree in Business Administration
- » Bachelor of Science Degree in Psychology
- » Certified Financial Planner (CFP®) Professional Education Program

Recent Business Experience:

- » Investment Adviser Representative, Financial Insights; 2015 to present
- » Registered Representative, Purshe Kaplan Sterling Investments, Inc.; 2015 to present
- » Michael Dunbar CFP, LLC, Tax Preparer, 2005 to present
- » Registered Representative and Investment Adviser Representative, NEXT Financial Group; 2009 to 2015
- » Registered Representative and Investment Adviser Representative, Mutual Services Corp.; 1999 to 2009

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").

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»» Item 1: Educational, Background and Business Experience (cont.)

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 71,000 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 requirements:

- » **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.

»» Item 2: Disciplinary Information

Mr. Dunbar has no reportable disciplinary history.

»» Item 3: Other Business Activities

Mr. Dunbar is a registered representative of Purshe Kaplan Sterling Investments, Inc., member FINRA/SIPC. As a result of these transactions, he receives normal and customary commissions as a result of these transactions. A conflict of interest exists as these commissionable securities sales create an incentive to recommend products based on the compensation he earns. In order to mitigate this conflict of interest, Mr. Dunbar will solely recommend products based on the best interest of the client.

Mr. Dunbar is also a licensed insurance agent and may be appointed with several insurance companies. He may earn separate compensation for transactions implemented through various insurance companies. Clients are not obligated to use Mr. Dunbar for insurance product purchases, and may work with any insurance agent they choose. Insurance compensation will be separate and distinct from investment advisory fees charged by Financial Insights.

Mr. Dunbar performs tax preparation for his clients through Michael Dunbar CFP, LLC. Mr. Dunbar receives separate compensation for tax preparation services and is compensated through Michael Dunbar CFP, LLC and not by Financial Insights, Inc.

»» Item 4: Additional Compensation

Mr. Dunbar receives additional compensation from PKS as a FINRA Registered Representative and as a licensed insurance agent, as noted above. PKS is a Registered FINRA Brokers Dealer and a Member of SIPC. PKS is not affiliated with Financial Insights.

»» Item 5: Supervision

The executive management team of Financial Insights, Inc. is responsible for the supervision of all employees and the Investment Committee is responsible for the oversight of investment advice provided to clients. The executive management team is comprised of Dorothy A. Lewis, President, and Alexandria A. Criss, Chief Compliance Officer. The Investment Committee is comprised of Michael Dunbar, Investment Adviser Representative, Alexandria Criss, Chief Compliance Officer, Dorothy A. Lewis, President, Craig G. Davis, Investment Analyst, and Daniel McCaffrey, Investment Adviser Representative. The Investment Committee documents and oversees investment meetings, all material investment policy changes, and conducts periodic reviews of client portfolios to ensure that client objectives and mandates are being met. Alexandria A. Criss, Chief Compliance Officer of Financial Insights, Inc. and member of the executive management team and investment management team, is responsible for reviewing the personal trading activities of Mr. Dunbar.

Ms. Lewis and Ms. Criss may be reached at (253) 627-6010.