

# Item 1: Cover Page

## Encover Personal Finance LLC

34291 Eucalyptus Ter  
Fremont, CA 94555

### **Form ADV Part 2A – Firm Brochure**

(510) 552-5098

Dated February 20, 2023

<https://www.encoverpersonalfinance.com/>

This Brochure provides information about the qualifications and business practices of Encover Personal Finance LLC, “EPF”. If you have any questions about the contents of this Brochure, please contact us at (510) 552-5098. 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.

Encover Personal Finance LLC is registered as an Investment Adviser with the State of California. Registration of an Investment Adviser does not imply any level of skill or training. Additional information about EPF is available on the SEC’s website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) which can be found using the firm’s identification number 297367.

## Item 2: Material Changes

The following changes have been made to this version of the Disclosure Brochure since the last annual update of this Brochure filed on March 1, 2022.

### **Fees Changes**

- **One-Time Financial Planning fee ranges between \$1,800 to \$3,600 depending on the complexity of the client's situation. Previously, the fee range for the One-Time Financial Planning fee was between \$1,500 to \$3,000.**
- **Ongoing Engagement fee ranges between \$225-\$325 per month up from \$200-\$300 per month depending on the complexity of the client's situation and needs.**
- **Financial Planning Hourly Fee is updated to \$225 per hour. Previously, the hourly fee was between \$200 per hour. Fee is updated to charge a minimum fee of \$675 for a project.**

From time to time, we may amend this Brochure to reflect changes in our business practices, changes in regulations, and routine annual updates as required by securities regulators. Either this complete 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 Encover Personal Finance LLC.

# Item 3: Table of Contents

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# Item 4: Advisory Business

## Description of Advisory Firm

Encover Personal Finance LLC is registered as an Investment Adviser with the State of California. We were founded in September 2017. Sridhar Krishnan is the founder, CEO and the lead planner of EPF. EPF does not offer Investment Management Services, therefore does not have any discretionary or non-discretionary assets under management.

## Types of Advisory Services

Encover Personal Finance offers a range of fee-only financial advisory services to suit client's needs, desires and budget. We provide financial planning services on topics such as cash flow, debt management, college savings, insurance needs, work benefits, retirement planning, investment consultation, tax planning and estate planning.

### One-Time Financial Planning

Upon desiring a one-time plan, a client will be taken through establishing their goals and values around money. Financial planning is a comprehensive evaluation of a client's current and future financial state by using currently known variables to predict future cash flows, asset values, and withdrawal plans. They will be required to provide information to help complete the following areas of analysis: net worth, cash flow, insurance, credit scores/reports, employee benefit, retirement planning, insurance, investments, college planning and estate planning. Once the client's information is reviewed, their plan will be built and analyzed, and then the findings, analysis and potential changes to their current situation will be reviewed with the client. This service involves working one-on-one with a planner typically over a three month period.

The key defining aspect of financial planning is that through the financial planning process, all questions, information, and analysis will be considered as they affect and are affected by the entire financial and life situation of the client. Clients purchasing this service will receive a written or an electronic report, providing the client with a detailed financial plan designed to achieve his or her stated financial goals and objectives. Once the financial plan is presented, the agreement will come to an end. An annual review or Ongoing Engagement service of the plan is highly recommended to accommodate changes in family/work circumstances and other external factors.

In general, the financial plan will address any or all of the following areas of 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:

- **Cash Flow and Debt Management:** We will conduct a review of your income and expenses to determine your current surplus or deficit along with advice on prioritizing how any surplus should be used or how to reduce expenses if they exceed your income. Advice may also be provided on refinancing loans, which debts to pay off first based on factors such as the interest rate of the debt and any tax ramifications. We may also recommend what we believe to be an appropriate cash reserve that should be considered for

emergencies and other financial goals, along with a review of accounts (such as money market funds) for such reserves, plus strategies to save desired amounts.

- **College Savings:** Includes projecting the amount that will be needed to achieve college or other post-secondary education funding goals, along with advice on ways for you to save the desired amount. Recommendations as to savings strategies are included, and, if needed, we will review your financial picture as it relates to eligibility for financial aid or the best way to contribute to grandchildren (if appropriate).
- **Employee Benefits Optimization:** We will provide review and analysis as to whether you, as an employee, are taking the maximum advantage possible of your employee benefits. If you are a business owner, we will consider and/or recommend the various benefit programs that can be structured to meet both business and personal retirement goals.
- **Estate Planning:** This usually includes an analysis of your exposure to estate taxes and your current estate plan, which may include whether you have a will, powers of attorney, trusts, and other related documents. Our advice also typically includes ways for you to avoid probate and to minimize or avoid future estate taxes by implementing appropriate estate planning strategies such as the use of applicable trusts. We always recommend that you consult with a qualified attorney when you initiate, update, or complete estate planning activities. We may provide you with contact information for attorneys who specialize in estate planning when you wish to hire an attorney for such purposes. From time-to-time, we will participate in meetings or phone calls between you and your attorney with your approval or request.
- **Financial Goals:** We will help clients identify financial goals and develop a plan to reach them. We will identify what you plan to accomplish, what resources you will need to make it happen, how much time you will need to reach the goal, and how much you should budget for your goal.
- **Insurance Needs:** Review of existing policies to ensure proper coverage for life, health, disability, long-term care, liability, home, and automobile. We will recommend appropriate coverage including umbrella policy for general liability as necessary.
- **Investment Consultation:** This may involve evaluation of current investments, providing information on investment vehicles and strategies, developing an asset allocation strategy to meet clients' financial goals and risk tolerance, reviewing employee stock options and retirement accounts, as well as assisting you in establishing your own investment account at a selected broker/dealer or custodian. The strategies and types of investments we may recommend are further discussed in Item 8 of this brochure.
- **Retirement Planning:** Our retirement planning services typically include projections of your likelihood of achieving your financial goals, typically focusing on financial independence as the primary objective. For situations where projections show less than the desired results, we may make recommendations, including those that may impact the original projections by adjusting certain variables (e.g., working

longer, saving more, spending less, taking more risk with investments).

If you are near retirement or already retired, advice may be given on appropriate distribution strategies to minimize the likelihood of running out of money or having to adversely alter spending during your retirement years.

- **Risk Management:** A risk management review includes an analysis of your exposure to major risks that could have a significant adverse impact on your financial picture, such as premature death, disability, property and casualty losses, or the need for long-term care planning. Advice may be provided on ways to minimize such risks and about weighing the costs of purchasing insurance versus the benefits of doing so and, likewise, the potential cost of not purchasing insurance (“self-insuring”).
- **Tax Planning Strategies:** Advice may include ways to minimize current and future income taxes as a part of your overall financial planning picture. For example, we may make recommendations on which type of account(s) or specific investments should be owned based in part on their “tax efficiency,” with consideration that there is always a possibility of future changes to federal, state or local tax laws and rates that may impact your situation.

We recommend that you consult with a qualified tax professional before initiating any tax planning strategy, and we may provide you with contact information for accountants or attorneys who specialize in this area if you wish to hire someone for such purposes. We will participate in meetings or phone calls between you and your tax professional with your approval.

- **Business Planning:** We provide consulting services for clients who currently operate their own business, are considering starting a business, or are planning for an exit from their current business. Under this type of engagement, we work with you to assess your current situation, identify your objectives, and develop a plan aimed at achieving your goals.

### **Ongoing Engagement**

Ongoing Engagement service involves working one-on-one with a planner over an extended period of time. By paying a fixed monthly fee, clients get to work with a planner who will work with them to develop and help implement their plan. The planner will monitor the plan, recommend any changes and ensure the plan is up to date as circumstances and assumptions made in the plans change. Clients are encouraged to notify the planner of any changes in their circumstances such as new additions to the family, job changes. The plan and the client's financial situation and goals will be monitored throughout the year (typically once a quarter) and follow-up phone calls, virtual meetings and emails will be made to the client to confirm that any agreed upon action steps have been carried out. On an annual basis, there will be a full review of this plan to ensure its accuracy and ongoing appropriateness. Any needed updates will be implemented at that time.

### **Hourly Planning Engagement**

Hourly Planning Engagement provides a client to engage the planner on specific areas of personal finance or a project. Hourly planning engagement is accomplished by understanding the client's questions and topics of interest, estimating time for the project and providing an estimate based-on the hourly rate. Summary of answers to questions or financial planning topics will be presented either in written or electronic form to the client.

### **Educational Workshops**

We offer no-cost educational seminar sessions on a scheduled basis for those desiring general advice on personal finance topics such as issues related to general financial planning, educational funding, retirement strategies, employee benefits, and various other current economic or investment topics. Our workshops are purely educational in nature and do not involve the sale of insurance or investment products. Information presented will be generic and it is not meant to address an individual's needs.

### **Client Tailored Services and Client Imposed Restrictions**

We offer the same suite of services to all of our clients. However, specific client financial plans and their implementation are dependent upon the client Investment Policy Statement which outlines each client's current situation (income, tax levels, and risk tolerance levels) and is used to construct a client specific plan to aid in the selection of a portfolio that matches restrictions, needs, and targets.

### **Wrap Fee Programs**

We do not participate in wrap fee programs.

### **CCR Section 260.235.2 Disclosure**

For clients who receive our Financial Planning services, we must state when a conflict exists between the interests of our firm and the interests of our client. The client is under no obligation to act upon our recommendation. If the client elects to act on any of the recommendations, the client is under no obligation to effect the transaction through our firm.

# Item 5: Fees and Compensation

Please note, unless a client has received the firm's disclosure brochure at least 48 hours prior to signing the investment advisory contract, the investment advisory contract may be terminated by the client within five (5) business days of signing the contract without incurring any advisory fees. How we are paid depends on the type of advisory service we are performing. Please review the fee and compensation information below.

## **One-Time Financial Planning**

One-Time Financial Planning service consists of a fixed fee of \$1,800 - \$3,600, depending on complexity and the needs of the client. The fee may be negotiable in certain cases. An upfront fee of 25% of the fixed fee is due upon signing the agreement. This upfront portion of the fee is for client onboarding, data gathering, and setting the basis for the financial plan. This work will commence immediately after the fee is paid, and will be completed typically in 90 days of the agreement. Remaining fees of the engagement will be billed in three monthly installments. This service may be terminated within the first 30 days of signing the agreement. However, the upfront fees are non-refundable after the on-boarding and data gathering activities have been performed. Fees for this service may be paid by electronic funds transfer or check.

## **Ongoing Engagement**

For the Ongoing Engagement, a monthly fee of \$225-\$325 per month that is paid in arrears. Fees for this service may be paid by electronic funds transfer or check. The monthly fee also depends on the complexity and needs of the client. The fee may be negotiable in certain cases. No increase in the monthly fee shall be effective without a written amendment to their current advisory agreement.

This service may be terminated with 30 days' notice. Since fees are paid in arrears, no rebate will be needed upon termination of the account. Any earned but unpaid fees will be due upon termination.

## **Financial Planning Hourly Fee**

Financial Planning will also be offered at an hourly rate for limited scope projects. The fee is an hourly rate of \$225 per hour billed in 15 minute increments. There is a minimum fee of \$675 for the project. The fee may be negotiable in certain cases and is due at the completion of the milestone. In the event of early termination by the client, any fees for the hours already worked will be due. Fees for this service may be paid by electronic funds transfer or check.

## **Other Types of Fees and Expenses**

When implementing an investment recommendation, the client may incur additional fees such as brokerage commissions, transaction fees, and other related costs and expenses. Clients may incur certain charges imposed by broker-dealers, and other third parties such as custodial fees, deferred sales charges, odd-lot differentials, transfer taxes, wire transfer and electronic fund fees, and other fees and taxes on brokerage accounts and securities transactions. Mutual fund and exchange traded funds also charge internal management fees, which are disclosed in a fund's prospectus. Such charges, fees, and commissions are exclusive of and in addition to our fee, and we shall not receive any portion of these commissions, fees, and costs.



Item 12 further describes the factors that we consider in selecting or recommending broker-dealers for client's transactions and determining the reasonableness of their compensation (e.g., commissions).

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.

### **CCR Section 260.238(j) Disclosure**

Please note, lower fees for comparable services may be available from other sources.

## **Item 6: Performance-Based Fees and Side-By-Side Management**

We do not offer performance-based fees and do not engage in side-by-side management.

## **Item 7: Types of Clients**

We provide financial planning services to individuals and families, and high net-worth individuals. We do not have a minimum account size requirement.

## **Item 8: Methods of Analysis, Investment Strategies and Risk of Loss**

When clients have us complete an Investment Consultation (described in Item 4 of this brochure) as part of their financial plan, our primary method of investment analysis is fundamental analysis.

**Fundamental analysis** involves analyzing individual companies and their industry groups, such as a company's financial statements, details regarding the company's product line, the experience, and expertise of the company's management, and the outlook for the company's industry. The resulting data is used to measure the true value of the company's stock compared to the current market value. The risk of fundamental analysis is that information obtained may be incorrect and the analysis may not provide an accurate estimate of earnings, which may be the basis for a stock's value. If securities prices adjust rapidly to new information, utilizing fundamental analysis may not result in favorable performance.

### **Passive Investment Management**

We primarily practice 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 the desired relationship between correlation, risk, and return. Funds that passively capture the returns of the desired asset classes are placed in the portfolio. 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. Academic research indicates most active managers underperform the market.

## **Material Risks Involved**

EPF does not provide investment management, however investment recommendations may be made as part of the financial planning service. **All investing strategies we offer involve risk and may result in a loss of your original investment which you should be prepared to bear.** Many of these risks apply equally to stocks, bonds, commodities and any other investment or security. Material risks associated with our investment strategies are listed below.

**Market Risk:** Market risk involves the possibility that an investment's current market value will fall because of a general market decline, reducing the value of the investment regardless of the operational success of the issuer's operations or its financial condition.

**Strategy Risk:** The Adviser's investment strategies and/or investment techniques may not work as intended.

**Small and Medium Cap Company Risk:** Securities of companies with small and medium market capitalizations are often more volatile and less liquid than investments in larger companies. Small and medium cap companies may face a greater risk of business failure, which could increase the volatility of the client's portfolio.

**Turnover Risk:** At times, the strategy may have a portfolio turnover rate that is higher than other strategies. A high portfolio turnover would result in correspondingly greater brokerage commission expenses and may result in the distribution of additional capital gains for tax purposes. These factors may negatively affect the account's performance.

**Limited markets:** Certain securities may be less liquid (harder to sell or buy) and their prices may at times be more volatile than at other times. Under certain market conditions we may be unable to sell or liquidate investments at prices we consider reasonable or favorable or find buyers at any price.

**Concentration Risk:** Certain investment strategies focus on particular asset-classes, industries, sectors or types of investment. From time to time these strategies may be subject to greater risks of adverse developments in such areas of focus than a strategy that is more broadly diversified across a wider variety of investments.

**Interest Rate Risk:** Bond (fixed income) prices generally fall when interest rates rise, and the value may fall below par value or the principal investment. The opposite is also generally true: bond prices generally rise when interest rates fall. In general, fixed income securities with longer maturities are more sensitive to these price changes. Most other investments are also sensitive to the level and direction of interest rates.

**Legal or Legislative Risk:** Legislative changes or Court rulings may impact the value of investments, or the securities' claim on the issuer's assets and finances.

**Inflation:** Inflation may erode the buying power of your investment portfolio, even if the dollar value of your investments remains the same.

## **Risks Associated with Securities**

Apart from the general risks outlined above which apply to all types of investments, specific securities may have other risks.

**Common stocks** may go up and down in price quite dramatically, and in the event of an issuer's bankruptcy or restructuring could lose all value. A slower-growth or recessionary economic environment could have an adverse effect on the price of all stocks.

**Exchange Traded Funds** prices may vary significantly from the Net Asset Value due to market conditions. Certain Exchange Traded Funds may not track underlying benchmarks as expected. ETFs are also subject to the following risks: (i) an ETF's shares may trade at a market price that is above or below their net asset value; (ii) the ETF may employ an investment strategy that utilizes high leverage ratios; or (iii) trading of an ETF's shares may be halted if the listing exchange's officials deem such action appropriate, the shares are de-listed from the exchange, or the activation of market-wide "circuit breakers" (which are tied to large decreases in stock prices) halts stock trading generally. The Adviser has no control over the risks taken by the underlying funds in which client's invest.

**Investment Companies Risk.** When a client invests in open-end mutual funds or ETFs, the client indirectly bears its proportionate share of any fees and expenses payable directly by those funds. Therefore, the client will incur higher expenses, many of which may be duplicative. In addition, the client's overall portfolio may be affected by losses of an underlying fund and the level of risk arising from the investment practices of an underlying fund (such as the use of derivatives).

## **Item 9: Disciplinary Information**

### **Criminal or Civil Actions**

EPF and its management have not been involved in any criminal or civil action.

### **Administrative Enforcement Proceedings**

EPF and its management have not been involved in administrative enforcement proceedings.

### **Self-Regulatory Organization Enforcement Proceedings**

EPF and its management have not been involved in legal or disciplinary events that are material to a client's or prospective client's evaluation of EPF or the integrity of its management.

## **Item 10: Other Financial Industry Activities and Affiliations**

No EPF employee is registered, or have an application pending to register, as a broker-dealer or a registered representative of a broker-dealer.

No EPF employee is registered, or have an application pending to register, as a futures commission merchant, commodity pool operator or a commodity trading advisor.

EPF does not have any related parties. As a result, we do not have a relationship with any related parties.

EPF only receives compensation directly from clients. We do not receive compensation from any outside source. We do not have any conflicts of interest with any outside party.

### **Recommendations or Selections of Other Investment Advisers**

EPF does not recommend clients to Outside Managers.

### **Disclosure of Material Conflicts**

All material conflicts of interest under CCR Section 260.238(k) are disclosed regarding EPF, its representatives or any of its employees, which could be reasonably expected to impair the rendering of unbiased and objective advice.

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

As a fiduciary, our firm and its associates have a duty of utmost good faith to act solely in the best interests of each client. Our clients entrust us with their funds and personal information, which in turn places a high standard on our conduct and integrity. Our fiduciary duty is a core aspect of our Code of Ethics and represents the expected basis of all of our dealings. The firm also adheres to the Code of Ethics and Professional Responsibility adopted by the CFP® Board of Standards Inc., and accepts the obligation not only to comply with the mandates and requirements of all applicable laws and regulations but also to take responsibility to act in an ethical and professionally responsible manner in all professional services and activities.

### **Code of Ethics Description**

This code does not attempt to identify all possible conflicts of interest, and literal compliance with each of its specific provisions will not shield associated persons from liability for personal trading or other conduct that violates a fiduciary duty to advisory clients. A summary of the Code of Ethics' Principles is outlined below.

- Integrity - Associated persons shall offer and provide professional services with integrity.
- Objectivity - Associated persons shall be objective in providing professional services to clients.
- Competence - Associated persons shall provide services to clients competently and maintain the necessary knowledge and skill to continue to do so in those areas in which they are engaged.

- Fairness - Associated persons shall perform professional services in a manner that is fair and reasonable to clients, principals, partners, and employers, and shall disclose conflict(s) of interest in providing such services.
- Confidentiality - Associated persons shall not disclose confidential client information without the specific consent of the client unless in response to proper legal process, or as required by law.
- Professionalism - Associated persons' conduct in all matter shall reflect the credit of the profession.
- Diligence - Associated persons shall act diligently in providing professional services.

We periodically review and amend our Code of Ethics to ensure that it remains current, and we require all firm access persons to attest to their understanding of and adherence to the Code of Ethics at least annually. Our firm will provide of a copy of its Code of Ethics to any client or prospective client upon request.

### **Investment Recommendations Involving a Material Financial Interest and Conflicts of Interest**

Neither our firm, its associates or any related person is authorized to recommend to a client or effect a transaction for a client, involving any security in which our firm or a related person has a material financial interest, such as in the capacity as an underwriter, adviser to the issuer, etc.

### **Advisory Firm Purchase of Same Securities Recommended to Clients and Conflicts of Interest**

Our firm and its “related persons” do not invest in the same securities, or related securities, e.g., warrants, options or futures, which we recommend to clients.

### **Trading Securities At/Around the Same Time as Client’s Securities**

Because our firm and its “related persons” do not invest in the same securities, or related securities, e.g., warrants, options or futures, which we recommend to clients, we do not trade in securities at or around the same time as clients.

## **Item 12: Brokerage Practices**

### **Factors Used to Select Custodians and/or Broker-Dealers**

Encover Personal Finance LLC does not have any affiliation with Broker-Dealers. As a fee only financial planner who does not offer Investment Advisory Services, we do not recommend Broker-Dealers to clients.

#### **1. Research and Other Soft-Dollar Benefits**

We currently do not receive soft dollar benefits.

#### **2. Brokerage for Client Referrals**

We receive no referrals from a broker-dealer or third party in exchange for using that broker-dealer or third party.

#### **3. Clients Directing Which Broker/Dealer/Custodian to Use**

As a fee-only financial planner who does not offer Investment Advisory Services, we do not have a concern over which broker-dealers a client may choose in order to implement our investment recommendations.

## **Aggregating (Block) Trading for Multiple Client Accounts**

Some Registered Investment Advisers execute client accounts on an aggregated basis as a way to lower expenses. As a fee only financial planner who does not offer Investment Advisory Services, we do not execute trades on behalf of clients. As a result, it is up to the client to negotiate their own trading costs with their broker-dealer.

## Item 13: Review of Accounts

Sridhar Krishnan, CEO and CCO of EPF, will work with clients to obtain current information regarding their assets and investment holdings and will review this information as part of our financial planning services. EPF does not provide specific reports to financial planning clients, other than financial plans.

## Item 14: Client Referrals and Other Compensation

We do not receive any economic benefit, directly or indirectly, from any third party for advice rendered to our clients. Nor do we, directly or indirectly, compensate any person who is not advisory personnel for client referrals.

## Item 15: Custody

EPF does not accept custody of client funds.

## Item 16: Investment Discretion

We do not provide Investment Advisory Services, and therefore do not exercise discretion.

## Item 17: Voting Client Securities

EPF does not provide Investment Advisory Services and does not vote on client securities. Therefore, Clients maintain exclusive responsibility for: (1) voting proxies, and (2) acting on corporate actions pertaining to the Client's investment assets. The Client shall instruct the Client's qualified custodian to forward to the Client copies of all proxies and shareholder communications relating to the Client's investment assets. If the client would like our opinion on a particular proxy vote, they may contact us at the number listed on the cover of this brochure.

In most cases, you will receive proxy materials directly from the account custodian. However, in the event we were to receive any written or electronic proxy materials, we would forward them directly to you by mail, unless

you have authorized our firm to contact you by electronic mail, in which case, we would forward you any electronic solicitation to vote proxies.

## 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, and we have not been the subject of a bankruptcy proceeding.

We do not have custody of client funds or securities or require or solicit prepayment of more than \$500 in fees per client six months in advance.

# Item 19: Requirements for State-Registered Advisers

## **Sridhar Krishnan**

Born: 1957

### **Educational Background**

- 1979 – MBA, Indian Institute of Management, Bangalore (India)
- 1977 – B.E. (Mechanical Engineering), VNIT, Nagpur (India)

### **Business Experience**

- 07/2018 – Present, Encover Personal Finance LLC, CEO and CCO
- 12/2019 - 09/2020, Veritas Technologies, Financial Analytics (Consultant)
- 05/2017 – 04/2019, Cisco Systems, Program Manager (Consultant)
- 01/2017 – 07/2017, Completed CFP Exam, Self-Study
- 03/2013 – 09/2016, Cisco Systems, Service Engineering Manager
- 01/2009 – 02/2013, Cisco Systems, Senior Consultant2B
- 11/2005 – 12/2008, Various Companies, Consultant
- 07/2000 – 10/2005, Encover, Founder/CEO

### **Professional Designations, Licensing & Exams**

**CFP® - CFP Board**

**Series 65 - Uniform Investment Adviser Law Examination**

### **Other Business Activities**

None

### **Performance-Based Fees**

EPF is not compensated by performance-based fees.

### **Material Disciplinary Disclosures**

No management person at Encover Personal Finance LLC has ever been involved in an arbitration claim of any kind or been found liable in a civil, self-regulatory organization, or administrative proceeding.

### **Material Relationships That Management Persons Have With Issuers of Securities**



Encover Personal Finance LLC, nor Sridhar Krishnan, have any relationship or arrangement with issuers of securities.

### **Additional Compensation**

Sridhar Krishnan does not receive any economic benefit from any person, company, or organization, in exchange for providing clients advisory services through EPF.

### **Supervision**

Sridhar Krishnan, as CEO and Chief Compliance Officer of EPF, is responsible for supervision. He may be contacted at the phone number on this brochure supplement.

### **Requirements for State Registered Advisers**

Sridhar Krishnan has NOT been involved in an arbitration, civil proceeding, self-regulatory proceeding, administrative proceeding, or a bankruptcy petition.

### **Conflicts of Interest**

Pursuant to California Code of Regulations Section 260.238 (k) any material conflicts of interest regarding the investment adviser, its representatives or any of its employees are disclosed to the client prior to entering into any Advisory or Financial Planning Agreement.

### **Business Continuity Plan**

EPF Financial maintains a written Business Continuity Plan that identifies procedures related to an emergency or significant business disruptions, including the death of the investment adviser or any of its representatives.

## Encover Personal Finance LLC

34291 Eucalyptus Ter  
Fremont, CA 94555  
(510) 552-5098

Dated February 20, 2023

### Form ADV Part 2B – Brochure Supplement

*For*

**Sridhar Krishnan [Individual CRD# 7002561]**

CEO and Chief Compliance Officer

This brochure supplement provides information about Sridhar Krishnan that supplements the Encover Personal Finance LLC (“EPF”) brochure. A copy of that brochure precedes this supplement. Please contact Sridhar Krishnan if the EPF brochure is not included with this supplement or if you have any questions about the contents of this supplement.

Additional information about Sridhar Krishnan is available on the SEC’s website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) which can be found using the identification number 7002561.

# Item 2: Educational Background and Business Experience

## Sridhar Krishnan

Born: 1957

### Educational Background

- 1979 – MBA, Indian Institute of Management, Bangalore (India)
- 1977 – B.E. (Mechanical Engineering), VNIT, Nagpur (India)

### Business Experience

- 07/2018 – Present, Encover Personal Finance LLC, CEO and CCO
- 12/2019 - 09/2020, Veritas Technologies, Financial Analytics (Consultant)
- 05/2017 – 04/2019, Cisco Systems, Program Manager (Consultant)
- 05/2017 – 03/2018, Artizen / Cisco Systems, Product Owner (Consultant)
- 01/2017 – 07/2017, Completed CFP Exam, Self-Study
- 03/2013 – 09/2016, Cisco Systems, Service Engineering Manager
- 01/2009 – 02/2013, Cisco Systems, Senior Consultant
- 11/2005 – 12/2008, Various Companies, Consultant
- 07/2000 – 10/2005, Encover, Founder/CEO

### Professional Designations, Licensing & Exams

#### Series 65 - Uniform Investment Adviser Law Examination

**CFP (Certified Financial Planner)®:** 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 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.

## Other Business Activities

None

## Item 3: Disciplinary Information

No management person at Encover Personal Finance LLC has ever been involved in an arbitration claim of any kind or been found liable in a civil, self-regulatory organization, or administrative proceeding.

## Item 4: Other Business Activities

None

## Item 5: Additional Compensation

Sridhar Krishnan does not receive any economic benefit from any person, company, or organization, in exchange for providing clients advisory services through EPF.

## Item 6: Supervision

Sridhar Krishnan, as CEO and Chief Compliance Officer of EPF, is responsible for supervision. He may be contacted at the phone number on this brochure supplement.

## Item 7: Requirements for State Registered Advisers

Sridhar Krishnan has NOT been involved in an arbitration, civil proceeding, self-regulatory proceeding, administrative proceeding, or a bankruptcy petition.