

Firm Brochure

Form ADV Part 2A



Updated: September, 2022

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alphafinancialnordic.com

This brochure provides clients and prospective clients with information about Alpha Financial Nordic, L.L.C. and the qualifications, business practices, and nature of its services that should be carefully considered before becoming an advisory client. If you have any questions about the contents of this brochure, please contact our President, Alexander Boemark at (480) 788-7479 or aboemark@alphafinancialnordic.com. The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission (SEC) or any state securities administrator. Additional information about Alpha Financial Nordic is available on the SEC's website at www.adviserinfo.sec.gov. Click on the "Investment Adviser Search" link and then search for "Investment Adviser Firm" using the firm's IARD number, which is 175450.

While Alpha Financial Nordic and anyone associated with it may be registered and/or licensed within a particular jurisdiction, that registration and/or licensing in itself does not imply an endorsement by any regulatory authority, nor does it imply a certain level of skill or training on the part of the firm or its associated personnel.

Item 2 - Material Changes

- Amendment dated January, 2022 to reflect name change to Alpha Financial Nordic. Filed with AZ Corporate Commission 9/26, 2022.
- Amendment dated September, 2015 as it decided to do business as (DBA) “Rising Sun Financial Advisors” and “Rising Sun Financial Scottsdale”.
- Amendment dated September, 2016 to change price structure which is more in line with our objective: to get all families financially fit. The prior \$250,000 threshold excluded young professionals, which is one of the target groups we want to help.
- Amendment dated December 2016 to change program description and fee schedule for new customers.

For future filings, this section of the brochure may address only those material changes that have occurred since the firm’s last annual update.

The firm may at any time update this document and either send a copy of its updated brochure or provide a summary of material changes to its brochure and an offer to send an electronic or hard copy form of the updated brochure. Clients are also able to download this brochure from the SEC’s Website: www.adviserinfo.sec.gov or may contact our firm at (480) 788-7479 to request a copy at any time.

As with all firm documents, clients and prospective clients are encouraged to review this brochure in its entirety and are encouraged to ask questions at any time prior to or throughout the engagement.

Important Information

Throughout this document Alpha Financial Nordic shall also be referred to as “Alpha”, “the firm,” “firm,” “our,” “we” or “us.” The client or prospective client may be also referred to as “you,” “your,” etc., and refers to a client engagement involving of a single *person* as well as two or more *persons*. In addition, the term “advisor” and “adviser” are used interchangeably where accuracy in identification is necessary (i.e., Internet address, etc.).

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Item 4 – Advisory Business

Description of the Firm

Alpha Financial Nordic L.L.C., a registered Investment Advisor in Arizona, was formed in May of 2015 as Rising Sun Financial Planning L.L.C. We are a fee-only and fiduciary firm. Our firm is not a subsidiary of, nor does it control, another reportable financial industry entity.

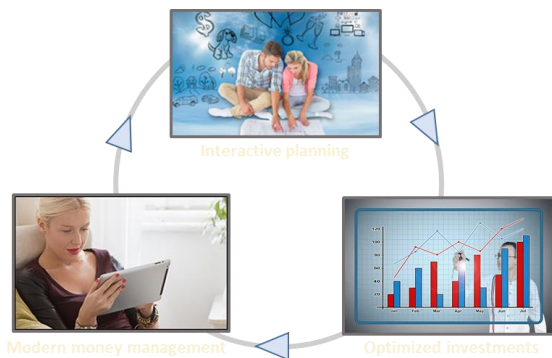
We do not accept money from anyone else to push sub-par, expensive products. We work for you, the client – period. Our job is to optimize your financial future by sound financial principles and pure fiduciary standards. We get rid of middle men and fees and replace them with ultra-efficient and highly diversified portfolios under our care to make sure clients get their fair share of market returns.

That’s what makes us different – that’s how it should be – that’s a winner’s game!

The firm’s owner and President is Alexander Boemark. He also serves as our firm’s Chief Compliance Officer (supervisor), managing member and retains all limited liability company units (shares). Additional information about Mr. Boemark’s background may be found in the accompanying brochure supplement.

Description of Services Offered

We use decades of financial optimization experience in the corporate sector to maximize all aspects of your financial life, so you can live your best and focus on what matters most to you.



Planning your future

Optimize your investments

Personal financial coach on call

Wrap Fee Program

We do not participate in Wrap Fee Programs.

Assets Under Management

As of Feb 1, 2022, Alpha’s assets under management total approximately \$6,000,000.

General Information

We do not provide legal or accounting related services but can work with your attorney or accountant to assist with the coordination and implementation of accepted strategies.

We use our best judgment and good faith effort in rendering our services. We cannot warrant or guarantee the achievement of a planning goal or account performance or that your account will be profitable over time. Past performance is not necessarily indicative of future results.

Except as may otherwise be provided by law, our firm will not be liable to the client, heirs, or assignees for any loss an account may suffer by reason of an investment decision made or other action taken or omitted in good faith by our firm with that degree of care, skill, prudence and diligence under the circumstances that a prudent person acting in a fiduciary capacity would use; any loss arising from our adherence to your direction or that of your legal agent; any act or failure to act by a service provider maintaining an account. Federal and state securities laws impose liabilities under certain circumstances

on persons who act in good faith and, therefore, nothing contained in this document or our client engagement agreement shall constitute a waiver of any rights that a client may have under federal and state securities laws.

Item 5 - Fees and Compensation

Alpha charges fees based upon assets under management or advisement.

Alpha program fees

Our fees are asset-based, assessed on the ending balance each calendar month, and deducted on the 15th day of the investments at the Custodian of Record, following your written authorization. Our annualized fee schedule is tier based:

Features	Annual Program Fees		Monthly
	Tier	Fee	
Professional portfolio management at a risk level that is right for you.	First \$200,000	1.10%	0.09%
Diversified ultra-low cost ETF portfolios.	Next \$400,000	0.85%	0.07%
Model portfolios with exposure to a broad range of asset types.	Next \$400,000	0.65%	0.05%
Included for accounts over \$200,000:	Next \$4,000,000	0.45%	0.04%
Dynamic financial life plan.	Next \$5,000,000	0.35%	0.03%
Modern Money Management coaching	> \$10 Million	0.22%	0.02%
Personal Financial Coach on call			
VIP: accounts over \$3,000,000:			
Advanced collaboration with your accountants and legal team			
Projects; FP&A Small Business			
	* minimum annual fee \$1,100		\$92

Aggregating Asset-Based Fees

For the benefit of discounting your asset-based fee, we may aggregate portfolio management services accounts for the same individual or two or more accounts within the same family on a case to case basis.

Payment of Asset-Based Fees

By signing our firm's engagement agreement, as well as the selected custodian account opening documents, you will be authorizing the withdrawal of advisory fees from your account. The withdrawal of these fees from your account will be accomplished by the selected custodian at the request of our firm, and the custodian will remit fees directly to our firm. All fees deducted will be clearly noted on account statements from the custodian of record.

Discounting of Advisory Fees

Our published fees may be discounted by the President of our firm. We strive to offer fees that are reasonable in light of the experience of the firm and its associates as well as the range of services to be rendered to our clients.

Additional Client Fees

Even though our philosophy is to minimize 3rd party fees for our clients, there are sometimes fees that are unavoidable. Any transactional or service fees (sometimes termed *brokerage fees*), individual retirement account fees, qualified retirement plan fees, account termination fees, or wire transfer fees

will be borne by the account holder and per the separate fee schedule of your custodian of record.

Fees paid by our clients to our firm for our advisory services are separate from any of these fees or other similar charges. In addition, advisory fees for our firm's services are separate from any transactional charges a client may pay, as well as those for mutual funds and exchange-traded funds (ETFs), exchange-traded notes (ETNs), bonds or other similar investments.

More on fees in relationship to our brokerage practices are noted in Items 12 and 14 of this document.

External Compensation for the Sale of Securities to Clients

Our firm **does not charge nor receive a commission or a mark-up on securities transactions**, nor will the firm or an associate be paid a commission on the purchase of a securities holding that is recommended to a client. We do not receive "trailer" or SEC Rule 12b-1 fees from an investment company that may be recommended to a client.

Termination of Services

Either party may terminate the Agreement at any time in writing. The Firm shall not be responsible for future allocations, investment advice or transactional services upon receipt of a termination notice, and the Firm will inform the Custodian of Record that the relationship between the Firm and the Client has been terminated.

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

Our advisory fees are not based on a share of capital gains or capital appreciation (growth) of any portion of managed funds. Our fees will also not be based on side-by-side management, which refers to a firm simultaneously managing accounts that do pay performance-based fees (such as a hedge fund) and those that do not.

Item 7 - Types of Clients

Alpha provides advisory services to individuals and high net worth individuals of all investment experience. We do not require minimum income, asset levels or other similar preconditions for our services. We reserve the right to waive or reduce certain fees based on unique individual circumstances, special arrangements or pre-existing relationships, and we may decline services to a prospective client for any non-discriminatory reason.

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

Method of Analysis

We use all relevant information about you to create a custom financial plan in an interactive meeting with you.

Investment Philosophy

We believe the markets are efficient and subscribe to Modern Portfolio Theory.

Investment Strategy

We do not speculate – we invest strategically to maximize probability of you meeting your objectives.

Recommended Investments

We recommend our carefully constructed, low cost market index portfolios designed to boost returns by eliminating unnecessary cost, risk and taxes.

Investment Strategy and Method of Analysis Material Risks

Our recommendations are designed to produce max return for the given level of risk; however, there is no guarantee that an investment objective will be achieved. Investing in securities involves risk of loss that clients should be prepared to bear. We have offered examples of such risk in the following paragraphs, and we believe it is important that our clients review and consider each of them risk prior to investing.

Item 9 - Disciplinary Information

Neither the firm nor its management has been involved in a material criminal or civil action in a domestic, foreign or military jurisdiction, an administrative enforcement action, or self-regulatory organization proceeding that would reflect poorly upon our offering advisory business or its integrity.

Item 10 - Other Financial Industry Activities and Affiliations

Internal policies require associated persons to conduct business activities in a manner that avoids conflicts of interest between the firm and its clients, or that may be contrary to law.

We will provide disclosure to each client prior to and throughout the term of an engagement regarding any conflicts of interest which might reasonably compromise its impartiality or independence.

Neither the firm, management, nor its associates are registered or have an application pending to register as a Financial Industry Regulatory Authority (FINRA) or National Futures Association (NFA) member firm, nor are we required to be registered with such entities.

Upon your request, you may be provided a referral to various professionals, such as an accountant or an attorney. While these referrals are based on the best information made available, the firm does not guarantee the quality or adequacy of the work provided by these referred professionals. There is not an agreement with these entities nor are referral fees received from these professionals for such informal referrals. Any fees charged by these other entities for their services are completely separate from fees charged by our firm.

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

We hold ourselves to a *fiduciary standard*, which means the firm and its associates will act in the utmost good faith, performing in a manner believed to be in the best interest of its clients. Our firm believes that business methodologies, ethics rules, and adopted policies are designed to eliminate or at least minimize material conflicts of interest and to appropriately manage any material conflicts of interest that may remain. You should be aware that no set of rules can possibly anticipate or relieve all material conflicts of interest. Our firm will disclose to its advisory clients any material conflict of interest relating to the firm, its representatives, or any of its employees which could reasonably be expected to impair the rendering of unbiased and objective advice.

We have adopted a Code of Ethics that establishes policies for ethical conduct for all its personnel, and accepts the obligation not only to comply with all applicable laws and regulations but also to act in an ethical and professionally responsible manner in all professional services and activities. Firm policies include prohibitions against insider trading, circulation of industry rumors, and certain political contributions, among others.

Our firm periodically reviews and amends the firm's Code of Ethics to ensure they remain current, and he requires all personnel to annually attest to their understanding of and adherence to the Code of Ethics. A copy of the firm's Code of Ethics is made available to any client or prospective client upon request.

Statement Involving the Firm's Privacy Policy

Alpha respects the privacy of all clients and prospective clients (collectively termed "customers"), both past and present. It is recognized that you have entrusted our firm with non-public personal information and it is important that both access persons and customers are aware of firm policy concerning what may be done with that information.

The firm collects personal information about customers from the following sources:

- Information customers provide to complete their financial plan or investment recommendation;
- Information customers provide in engagement agreements and other documents completed in connection with the opening and maintenance of an account;
- Information customers provide verbally; and
- Information received from service providers, such as custodians, about customers' transactions.

The firm does not disclose non-public personal information about our customers to anyone, except in the following circumstances:

- When required to provide services our customers have requested;
- When our customers have specifically authorized us to do so;
- When required during the course of a firm assessment (i.e., independent audit); or
- When permitted or required by law (i.e., periodic regulatory examination).

Within the firm, access to customer information is restricted to personnel that need to know that information. All access persons and service providers understand that everything handled in firm offices are confidential and they are instructed not to discuss customer information with someone else that may request information about an account unless they are specifically authorized in writing by the customer to do so. This includes, for example, providing information about a spouse's IRA or to children about a parent's account.

To ensure security and confidentiality, the firm maintains physical, electronic, and procedural safeguards to protect the privacy of customer information.

The firm will provide our customers with its privacy policy on an annual basis per federal law and at any time, in advance, if firm privacy policies are expected to change.

Investment Recommendations Involving a Material Financial Interest and Conflicts of Interest

No associate of the firm is authorized to recommend to a client, or effect a transaction for a client, involving any security in which the firm or a "related person" (e.g., associate, an immediate family member, etc.) has a material financial interest, such as in the capacity as an underwriter or advisor to an issuer of securities, etc.

An associate is prohibited from borrowing from or lending to a client unless the client is an approved financial institution. The Firm remains focused on ensuring that its offerings are based upon the needs of its clients, not resultant fees received for such services. We want to note that you are under no obligation to act on a recommendation from our firm and, if you elect to do so, you are under no obligation to complete them through our firm or a service provider whom we may recommend.

Advisory Firm/Personnel Purchases of Same Securities Recommended to Clients and Conflicts of Interest

Alpha does not trade for its own account (e.g., proprietary account trading). Our firm's related persons may buy or sell securities that are the same as, similar to, or different from, those recommended to clients for their accounts. A recommendation made to one client may be different in nature or in timing from a recommendation made to a different client; clients often have different objectives and risk

tolerances.

At no time will the firm or a related person receive preferential treatment over a client. In an effort to reduce or eliminate certain conflicts of interest involving personal trading (i.e., trading ahead of a client's order, etc.), firm policy requires the restriction or prohibition of related parties' transactions in specific securities. For example, we do not allow a related person to execute a contra-trade in a security or its derivative if that related person had made a recommendation to or executed a trade for a client involving the purchase or sale of the same security in an effort by the related person to benefit from such a recommendation and/or trade. In addition, any exceptions or trading pre-clearance must be approved by our Chief Compliance Officer in advance of the transaction in a related person's account. Please refer to Item 6 of the accompanying Form ADV Part 2B for further details.

Item 12 - Brokerage Practices

Factors Used to Select Broker/Dealers for Client Transactions

Alpha does not maintain physical custody of your assets, we manage them. Your account will be maintained by a qualified custodian (generally a broker/dealer, bank or trust company) that is frequently reviewed for its capabilities to serve in that capacity by their respective industry regulatory authority. Our firm is not a custodian nor is there an affiliate that is a custodian.

If you engage us to provide periodic investment consultation through a financial planning component, you may choose to keep your assets with your present custodian/service provider. Should you prefer a new service provider, a recommendation may be made to you by our firm that is based on your needs, overall cost, and ease of use, and following our review of the recommended provider.

We prefer that our portfolio management services clients use the services of our selected custodian. While we recommend that you use a particular custodian for your account, you will decide whether to do so and you will open your account with them by entering into an account agreement directly with them. We do not technically open the account for you but we will assist you in that process.

The custodian we recommend to our portfolio management clients offers our firm various services which include custody of client assets, trade execution, clearance and settlement, etc. Our firm may receive other benefits from our preferred custodian through participation in their independent advisor support program. These benefits may include the following products and services (provided either without cost or at a discount):

- receipt of duplicate client statements and confirmations
- research related products and tools
- access to trading desks serving our clients
- access to block trading services
- the ability to have advisory fees deducted directly from a client's accounts (per written agreement)
- resource information related to capital markets and various investments
- access to electronic communications networks for client order entry and account information
- access to mutual funds with no transaction fees and/or select investment managers
- discounts on marketing, research, technology, and practice management products or services provided to our firm by third-party providers

Some of the noted products and services made available to our firm by our preferred custodian may benefit our advisory firm but may not directly benefit a client account, and certain research and other

previously referenced services may qualify as "brokerage or research services" (sometimes referred to as "soft dollars") under Section 28(e) of the Securities Exchange Act of 1934. The availability of these services benefits our firm because we do not have to produce or purchase them as long as clients maintain assets in accounts at our recommended custodian. There is a conflict of interest since our firm has an incentive to select or recommend a custodian based on our firm's interest in receiving these benefits rather than the client's interests in receiving favorable trade execution. It is important to mention that the benefit received by our firm through participation in any custodian's program does not depend on the amount of brokerage transactions directed to that custodian, and our selection of a custodian is primarily supported by the scope, quality, and cost of services provided as a whole -- not just those services that benefit only our advisory firm. Further, we will act in the best interest of our clients regardless of the custodian we may select.

Our firm conducts periodic assessments of any recommended service provider which generally involves a review of the range and quality of services, reasonableness of fees, in comparison to industry peers.

Best Execution

"Best execution" means the most favorable terms for a transaction based on all relevant factors, including those listed in the paragraph titled *Factors Used to Select Broker/Dealers for Client Transactions*. We recognize our obligation in seeking best execution for our clients; however, it is our belief that the determinative factor is not always the lowest possible cost but whether the selected custodian's transactions represent the best "qualitative execution" while taking into consideration the full range of services provided. Our firm will seek services involving competitive rates but it may not necessarily correlate into the lowest possible rate for each transaction.

We have determined having our portfolio management clients' accounts trades completed through our recommended custodian is consistent with our obligation to seek best execution of client trades. A review is regularly conducted with regard to recommending a custodian to our clients in light of our duty to seek best execution.

Directed Brokerage

Our internal policy and operational relationship with our custodian require client accounts with them to have trades executed per their order routing requirements. We do not direct which executing broker should be selected for client account trades; whether that is an affiliate of our preferred custodian or another executing broker of our custodian's choice. As a result, you may pay higher commissions or other transaction costs, experience greater spreads, or receive less favorable net prices on transactions than might otherwise be the case.

Since we routinely recommend a custodian for our advisory clients, and that custodian may choose to use the execution services of its broker affiliate for some or all of our client account transactions, there is an inherent conflict of interest involving our recommendation since our advisory firm receives various products or services described in this section from that custodian. Note that we are not compensated for trade routing/order flow, nor are we paid commissions on such trades. We do not receive interest on our client accounts' cash balances.

Our clients are unable to engage in directed brokerage via our custodian. As a result, they may pay higher commissions or other transaction costs, potentially experience greater spreads, or receive less favorable net prices on transactions for their account than would otherwise be the case if they had the opportunity to direct brokerage.

Aggregating Securities Transactions

Trade aggregation involves the purchase or sale of the same security for several clients/accounts at approximately the same time. This may also be termed "blocked," "bunched" or "batched" orders.

Aggregated orders are affected in an attempt to obtain better execution, negotiate favorable transaction rates, or to allocate equitably among multiple client accounts should there be differences in prices, brokerage commissions or other transactional costs that might otherwise be unobtainable through separately placed orders. Our firm may, but is not obligated to aggregate orders, and the firm does not receive additional compensation or remuneration as a result of aggregated transactions.

Transaction charges and/or prices may vary due to account size and/or method of receipt. To the extent that the firm determines to aggregate client orders for the purchase or sale of securities, including securities in which a related person may invest, the firm will generally do so in accordance with the parameters set forth in SEC No-Action Letter, *SMC Capital, Inc.*

Please note that when trade aggregation is not allowed or infeasible and necessitates individual transactions (e.g., withdrawal or liquidation requests, odd-lot trades, non-discretionary accounts, etc.), an account may potentially be assessed higher costs or less favorable prices than those where aggregation has occurred. We review firm trading processes on a periodic basis to ensure they remain within stated policies and regulation. You will be informed, in advance, should trading practices change at any point in the future.

Trade Errors

The firm corrects its trade errors through an account maintained by its custodian, and the firm may be responsible for certain trading error losses that occur within a client account. Should there be a gain following the correction of a trading error, the firm will credit the client's account.

Client Referrals from Custodians

We do not receive referrals from our custodian; nor are client referrals a factor in our selection of our custodian.

Item 13 - Review of Accounts

Schedule for Periodic Review of Client Accounts

Financial Planning Reviews

Periodic reviews are recommended, and we believe they should occur at least on an annual basis if practical. Reviews will be conducted by your assigned investment advisor representative and may involve analysis and possible revision of your previous financial plan or investment allocation. A copy of revised plans or asset allocation reports will be provided to you upon request.

Investment Account Reviews

Portfolios are reviewed on a frequent basis by Mr. Boemark. Client reviews are completed by your investment advisor representative, and we recommend that they occur on at least an annual basis; preferably more frequently if feasible. A copy of a revised investment guideline or asset allocation reports will be provided to the client upon request.

Review of Client Accounts on Non-Periodic Basis

Financial Planning Reviews

You should contact our firm for additional reviews when you anticipate or have experienced changes in your financial situation (i.e., changes in employment, an inheritance, the birth of a new child, etc.), or if you prefer to modify investment account requirements. Non-periodic reviews are conducted by Mr. Boemark, which may occur under a new or amended agreement. A copy of revised plans or asset

allocation reports will be provided to the client upon request.

Investment Account Reviews

Additional reviews by Mr. Boemark may be triggered by news or research related to a specific holding, a change in our view of the investment merits of a holding, or news related to the macroeconomic climate affecting a sector or holding within that sector. A portfolio may be reviewed for an additional holding or when an increase in a current position is under consideration. Account cash levels above or below what we deem appropriate for the investment environment, given the client's stated tolerance for risk and investment objectives, may also trigger a review.

Content of Client Provided Reports and Frequency

Whether you have opened and maintained an investment account on your own or with our assistance, you will receive account statements sent directly from mutual fund companies, transfer agents, custodians or brokerage companies where your investments are held. We urge you to carefully review these account statements for accuracy and clarity, and to ask questions when something is not clear.

Our firm may provide portfolio “snapshots” if we are engaged to provide periodic asset allocation or investment advice, but we do not provide ongoing performance reporting through our financial planning service.

Portfolio management services accounts may receive performance reports from our firm that have been generated from our custodian’s data systems; however, we do not create our own performance reports. Clients are urged to carefully review and compare account statements that they have received directly from their custodian of record with any report they may receive from our firm that contains account performance information.

Item 14 - Client Referrals and Other Compensation

Beyond what had been previously disclosed in Item 12, Alpha does not receive economic benefit from an external source we may recommend to you. We will from time to time use niche experts within niche market to better understand specific needs, but clients who find our firm in this way do not pay more for their services than clients referred in any other fashion.

Item 15 - Custody

Custody of client’s accounts is held primarily at the Custodian. Clients will receive account statements from the custodian and should carefully review those statements.

Alpha is considered to have limited custody, meaning fees may be withdrawn directly from the custodian. No financial requirements result from this definition of custody.

Alpha is currently using Charles Schwab & Co., Inc. and TradePMR/ Wells Fargo Clearing as custodians of clients assets.

Item 16 – Investment Discretion

Management Services

We generally provide our portfolio management services on a *discretionary* basis. Similar to a limited power of attorney, discretionary authority allows our firm to implement investment decisions, such as the purchase or sale of a security on behalf of your account, without requiring your prior authorization for each transaction in order to meet your stated investment objectives. This authority will be granted through your execution of our engagement agreement and the selected custodian’s account opening documents. Note that your custodian will specifically limit our firm’s authority within your account to

the placement of trade orders and the request for the deduction of our advisory fees.

Financial Planning Services

If you ask us to assist you in any trade execution (including account rebalancing) under an investment consultation component of our financial planning engagement, such as assisting you with your held-away assets, it will only be accomplished on a *nondiscretionary basis*. Such account authority requires your ongoing prior approval involving the investment and reinvestment of account assets, portfolio rebalancing, or for our firm to give instructions to the custodian maintaining your account (i.e., wire instructions, etc.).

Item 17 - Voting Client Securities

Alpha generally does not accept the authority to vote a client's securities (i.e., proxies) on their behalf. Clients receive proxies directly from the Financial Institutions where their assets are held and may contact the Firm at the contact information on the cover of this brochure with questions about any such issuer solicitations

Item 18 - Financial Information

Alpha is not required to disclose any financial information due to the following:

- The Firm does not require or solicit the prepayment of more than \$1,200 in fees six months or more in advance of services rendered;
- The Firm does not have a financial condition that is reasonably likely to impair its ability to meet contractual commitments to clients; and
- The Firm has not been the subject of a bankruptcy petition at any time during the past ten years.

Item 19 - Requirements for State-Registered Advisers

Form ADV Part 2B Brochure Supplement – September 9, 2016

This brochure provides information about Alexander Boemark that supplements the Alpha Financial Nordic Form ADV Part 2A firm brochure

Item 2 - Educational Background and Business Experience

Regulatory guidance requires the firm to disclose relevant post-secondary education and professional training for each principal executive and associate of the firm, as well as their business experience for at least the most recent five years.

Principal Executive Officers and Management Persons

President/Chief Compliance Officer/Investment Advisor

Representative/Managing Member



Alexander Boemark

Year of Birth: 1966

CRD Number: 2231807

Business Experience

24 years of financial planning and analysis experience, including many years for prominent Fortune 500 companies. Lieutenant (ret.) with the NATO forces, and the current Honorary Consul of Norway for Arizona and New Mexico.

- President/Managing Member Alpha Financial Nordic (2014-Present) Scottsdale, AZ
- Honorary Consul of Norway for Arizona & New Mexico (2016-Present)
- Chief Compliance Officer/Investment Advisor Representative (2015-Present)
- ATMI, Inc. (2007-2015) Tempe, AZ Senior Finance Manager, Financial Planning & Analysis
- Motorola (2000-2007) Tempe AZ, Financial Planning & Analysis Manager
- Coca-Cola Company (1995 – 2000), Enterprise Manager Oslo Norway

Educational Background

- NASAA State Investment Adviser Law (Series 65) Exam (2015)
- Bachelors of Science in Finance, Arizona State University; Tempe, AZ
- Royal Norwegian Cavalry Officers' School, Lieutenant, Oslo Norway

Item 3 - Disciplinary Information

Registered investment advisors are required to disclose certain material facts about its associated personnel regarding any legal or disciplinary events, including criminal or civil action in a domestic, foreign or military court, or any proceeding before a state, federal or foreign regulatory agency, self-regulatory organization, or suspension or sanction by a professional association for violation of its conduct rules, that would be material to the evaluation of each officer or a supervised person providing investment advice. Mr. Boemark has not been the subject of any such event.

Item 4 - Other Business Activities

Principal executives, managers, and investment advisor representatives are required to disclose outside business activities that account for a significant portion of their time or income, or that may present a conflict of interest with their advisory activities.

Mr. Boemark and our firm do not have a material relationship with the issuer of a security. He is not registered, nor has an application pending to register, as a registered representative of a broker/dealer or associated person of a futures commission merchant, commodity pool operator, or commodity trading advisor. He does not receive commissions, bonuses or other compensation based on the sale of securities, including that as a registered representative of a broker/dealer or the distribution or service ("trail") fees from the sale of mutual funds.

Mr. Boemark is the managing member and shareholder of Vikings in America, LLC., a professional organization for Americans with Scandinavian roots. This other business involves less than 10% of his time each month, and is not considered to be a conflict of interest involving clients of the advisory firm.

Item 5 - Additional Compensation

Neither Mr. Boemark nor our advisory firm is compensated for advisory services involving performance-based fees. In addition, we do not allow associated persons to accept or receive additional economic benefit, such as sales awards or other prizes, for providing advisory services to firm clients.

Item 6 - Supervision

Mr. Boemark serves as the firm's Chief Compliance Officer. Because supervising one's self poses a conflict of interest, the firm has adopted policies and procedures to mitigate this conflict, and may use the services of unaffiliated professionals to ensure the firm's oversight obligations are met. Questions relative to the firm, its services or this Form ADV Part 2 brochure may be made to the attention of Mr. Boemark at (480) 788-7479.

Additional information about the firm, other advisory firms, or an associated investment advisor representative is available on the Internet at www.adviserinfo.sec.gov. A search of this site for firms may be accomplished by firm name or a unique firm identifier, known as an IARD or CRD number. The IARD number for Alpha Financial Nordic is 175450.

The business and disciplinary history, if any, of an investment advisory firm and its representatives may also be obtained by calling the Arizona Corporation Commission Securities Division at (602) 542-4242.

Item 7 - Requirements for State-Registered Advisers

There have been neither awards nor sanctions or other matter where Mr. Boemark or Alpha Financial Nordic has been found liable in a self-regulatory or administrative proceeding. Neither Mr. Boemark nor his advisory firm has been the subject of a bankruptcy petition.