



Financial & Tax Architects, Inc.

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Form ADV Part 2B

Gordon Haave

March 1st, 2022

This brochure supplement provides information about Gordon Haave that supplements Financial & Tax Architects, Inc.'s brochure. You should have received a copy of that brochure. Please contact Steve Frontczak, Chief Legal Officer, if you did not receive Financial & Tax Architects, Inc.'s brochure or if you have any questions about the contents of this supplement.

Additional information about Gordon Haave (CRD #4919955) is available on the SEC's website at www.adviserinfo.sec.gov.

Brochure Supplement – Form ADV Part 2B

Gordon Haave

Executive Officer and Investment Advisor Representative

Item 2 Educational and Business Background

Educational Background:

- Columbia University; Bachelors – Economics; 05/1995
- University of Oklahoma; Masters – Business Administration; 12/2003

Professional Certifications:

Chartered Financial Analyst (CFA®): The Chartered Financial Analyst designation is awarded by the CFA Institute. CFA certification requirements include the following:

- Hold a bachelor's degree from an accredited institution or have equivalent educational or work experience.
- Successful completion of all three exam levels of the CFA Program.
- Have 48 months of acceptable professional work experience in the investment decision-making process.
- Fulfill society requirements, which vary by society. Unless you are upgrading from affiliate membership, all societies require two sponsor statements as part of each application; these are submitted online by your sponsors.
- Agree to adhere to and sign the Member's Agreement, a Professional Conduct Statement, and any additional documentation requested by CFA Institute.

Business Experience:

- Financial and Tax Architects, Inc.; Investment Advisor Representative; 11/2016 – Present
- BHFM, LLC; Managing Member/Partner; 02/2019 – Present
- BHFM Media, LLC; Managing Member/Partner; 01/21 – Present
- Agora Trust Ltd.; Managing Director; 12/2013 – Present
- Coinrush Ltd.; Director; 03/2018 – 09/2021
- Universal Fusion Ltd; Director; 02/2017 – 09/2021
- Universal Fusion Capital LLC; Director; 02/2017 – 09/2021
- Self-employed; 06/2013 – 12/2013
- Raydar International; President; 02/2011 – 06/2013

Item 3 Disciplinary Information

- Criminal or Civil Action: None to report.

- Administrative Proceeding: None to report.
- Self-Regulatory Proceeding: None to report.

Item 4 Other Business Activities

Gordon Haave is involved in the following outside business activities, BHFMM, LLC, BHFMM Media, LLC, Agora Trust, Universal Fusions, LTD, Universal Fusion Capital, LLC and Coinrush, Ltd. BHFMM, LLC and BHFMM Media, LLC are affiliates of FTA.

BHFMM LLC: BHFMM LLC, is an insurance and annuity field marketing organization (“FMO”) A FMO is a platform that brings insurance companies and insurance agents together. BHFMM recruits insurance agents to its wholesale platform of insurance products and product support. The platform allows agents to access the product offerings of insurance product underwriters. When a supported agent sells a product, the insurance or annuity company pays BHFMM a sales commission directly to BHFMM. The selling agent also is paid a commission based on the value of the product. The insurance company pays BHFMM the commission separate from any commissions paid by the purchaser. In some instances, FTA’s investment advisory representatives may sell insurance products using BHFMM’s as the FMO. Sales commissions paid to FTA advisory representatives are separate from FTA’s advisory fees.

BHFMM, Media, LLC: BHFMM Media provides media support to BHFMM insurance agents. Among its services is content, commercial airtime purchasing, production of radio and video content, and script writing. BHFMM Media charges fees based on the services it provides. The fees charged by BHFMM Media; LLC are unrelated to the advisory fees charged by FTA.

Separately, Mr. Haave is the Managing Director of Agora Trust. Agora Trust provides trust and banking services to corporate clients. This outside activity is not a conflict of interest with Mr. Haave’s advisory activities.

Item 5 Additional Compensation

Mr. Haave does not receive additional compensation from his advisory activities. He does receive additional compensation from the outside business activities described above.

Mr. Haave is not paid performance-based fees.

Item 6 Supervision

Steve Frontczak is the Chief Compliance Officer of Financial & Tax Architects, Inc. Mr. Frontczak supervises the advisory activities of Mr. Haave. He can be reached by phone at (314) 858-1122 or by email at compliance@fta-ria.com