

Financial & Tax Architects, LLC

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Form ADV Part 2B

Ronald Mendoza

Ronald Mendoza's Office Location

27240 Turnberry Ln, Suite 200

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

Additional information about Ronald Mendoza (CRD #6134217) is available on the SEC's website at www.adviserinfo.sec.gov.

Brochure Supplement – Form ADV Part 2B

Ronald Mendoza

Investment Advisor Representative

Year of Birth: 1970

Item 2 Educational Background and Business Experience

Educational Background:

- N/A

Business Experience:

- New Day Financial & Insurance Solutions, Inc.; President & CEO; 01/2000 – Present
- Financial and Tax Architects, LLC; Investment Advisor Representative; 06/2019 – Present
- Brookstone Capital Management; Investment Adviser Representative; 01/2018 – 05/2019

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

Ron Mendoza is the President of New Day Financial & Insurance Solutions Inc., a California-based insurance agency. Mr. Mendoza spends approximately 50% of his time in his insurance practice. In that capacity, he will provide advice on various insurance products. Mr. Mendoza only sells insurance products in states where he is properly licensed.

This practice represents a conflict of interest. There is a financial incentive for Mr. Mendoza to recommend products that pay him a commission or other compensation. The conflict mitigation steps include disclosures, the Code of Ethics, and Mr. Mendoza's fiduciary obligation to place the best interest of the client first. There is no obligation to purchase any commission based or other compensated products. Clients have the option to purchase any recommended products through the insurance agent of their choosing.

AdvisorMax, LLC: AdvisorMax, LLC is an affiliate of FTA which sells insurance and annuity products to FTA clients. AdvisorMax, LLC, is an insurance and annuity field marketing organization ("FMO") A FMO is a platform that brings insurance companies and insurance agents together. AdvisorMax 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 a sales commission directly to AdvisorMax. The selling agent also is paid a commission based on the value of the product. The insurance company pays AdvisorMax the commission. In some instances, FTA's investment advisory representatives may sell insurance products using AdvisorMax as the FMO. Sales commissions paid to FTA advisory representatives are separate from FTA's advisory fees.

Item 5 Additional Compensation

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

Mr. Mendoza is not paid performance-based fees.

Item 6 Supervision

Gordon Haave is the Chief Compliance Officer of Financial & Tax Architects, LLC. Gordon Haave and FTA's senior management supervise the advisory activities of Mr. Mendoza. Gordon Haave can be reached by phone at 314-377-5565 or by email at ghaave@fta-ria.com.