



Max Flanagan CFP®, AAMS®

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Forward Financial Group

Form ADV Part 2B: Brochure Supplement

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Item 1 – Cover Page

This brochure supplement provides information about Max Flanagan that supplements the Independent Advisor Alliance brochure. You should have received a copy of that brochure. Please contact us at 888.430.1555 if you did not receive the Independent Advisor Alliance brochure or if you have any questions about the contents of this supplement.

Additional information about Max Flanagan is available on the SEC's website at www.adviserinfo.sec.gov.

Max Flanagan, CFP®, AAMS®

Year of birth: 1994

Item 2 - Educational Background and Business Experience

Educational Background:

- University of Wisconsin – Whitewater – Bachelor of Business Administration – 2017

Business Experience:

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|---|----------------|
| • Independent Advisor Alliance, LLC; Partner-Financial Planner | 2025 – present |
| • LPL Financial; Registered Representative | 2025 – present |
| • Charles Schwab & Co BD – DBA Spectrum Investment Advisors; Wealth Advisor | 2024 – 2025 |
| • Charles Schwab & Co.; Associate Financial Consultant | 2019 – 2024 |

Professional Designations:

CERTIFIED FINANCIAL PLANNER™, CFP®

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 in 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 62,000 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, administered in 10 hours over a two-day period, 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.

ACCREDITED ASSET MANAGEMENT SPECIALISTSM, AAMS[®]

The ACCREDITED ASSET MANAGEMENT SPECIALISTSM, AAMS[®] certification is awarded to individuals who have completed a course of study encompassing investments, insurance, tax, retirement, and estate planning issues. Additionally, individuals must pass an end-of-course examination that tests their ability to synthesize complex concepts and apply theoretical concepts to real-life situations.

All designees have agreed to adhere to Standards of Professional Conduct and are subject to a disciplinary process.

Designees renew their designation every two years by completing 16 hours of continuing education, reaffirming adherence to the Standards of Professional Conduct and complying with self-disclosure requirements.

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

I am a registered representative of LPL Financial ("LPL"), a registered broker/dealer and member of the Financial Industry Regulatory Authority ("FINRA"). In this capacity, I may sell securities to clients and receive normal and customary compensation in the form of commissions. Clients are under no obligation to purchase or sell securities through me on a commissionable basis. In addition, I may receive other compensation such as mutual fund or money market 12b-1 fees and variable annuity trails. The potential for receipt of commissions and other compensation gives him an incentive to recommend investment products based on the compensation received, rather than on your needs. To address this, disclosure is made to you at the time a brokerage account is opened through LPL. Please refer to the Fees and Compensation section and the Client Referrals and Other Compensation section of Independent Advisor Alliance's firm brochure for additional disclosures on this topic.

I am affiliated with Forward Financial Group. This is a business name that is used as a marketing name for brokerage business conducted through LPL Financial and advisory business conducted through Independent Advisor Alliance.

I am also licensed as an independent insurance agent and appointed through various insurance companies to offer life insurance, long-term care insurance, fixed annuities, health and disability insurance. In this capacity, I can sell insurance products to clients and receive normal and customary compensation in the form of commissions. I can also refer business to certain property and casualty insurance carriers in exchange for a referral fee. The potential for receipt of commissions and other compensation gives me an incentive to recommend insurance products based on the compensation received, rather than on your needs. However, I have a fiduciary duty to put your needs ahead of my own and the firm's. Further, you are under no obligation to purchase insurance through any company that I'm appointment with or any company that I may refer you to.

Item 5 - Additional Compensation

I may receive compensation from product sponsors. Such compensation may not be tied to the sales of any products. Compensation may include such items as gifts valued at less than \$100 annually, an occasional dinner or ticket to a sporting event, or reimbursement in connection with educational meetings or marketing or advertising initiatives. Product sponsors may also pay for education or training events that I may attend.

I may also receive from LPL bonuses based on my production, awards of stock options to purchase shares of LPL's parent company, LPL Investment Holdings Inc., reimbursement of fees I pay to LPL for items such as administrative services, and other things of value such as complimentary or reduced-cost attendance at LPL's national sales conference or top producer forums and events. These financial incentives from LPL are based on my overall business production. However, in some cases, the incentives are greater for assets I service in advisory programs.

I do not receive any performance-based fees or any additional compensation for performing advisory services other than what is disclosed in Item 4 of Part 2A.

I am also licensed as an independent insurance agent and appointed through various insurance companies to offer life insurance, long-term care insurance, fixed annuities, health and disability insurance. In this capacity, I can sell insurance products to clients and receive normal and customary compensation in the form of commissions. I can also refer business to certain property and casualty insurance carriers in exchange for a referral fee. The potential for receipt of commissions and other compensation gives me an incentive to recommend insurance products based on the compensation received, rather than on your needs. However, I have a fiduciary duty to put your needs ahead of my own and the firm's. Further, you are under no obligation to purchase insurance through any company that I'm appointment with or any company that I may refer you to.

Item 6 - Supervision

Robert Russo is the owner and CEO of Independent Advisor Alliance. Robert Russo and the Chief Compliance Officer, Jessica Sexton, are responsible for supervising the activities of our firm. Our firm has developed Written Supervisory Policies and Procedures which we follow that address my supervisory responsibilities, including periodically reviewing investment recommendations, trades, and communications with clients.

Robert Russo and/or Jessica Sexton can be reached at 888-430-1555.