

*This brochure supplement provides information about LaToya Parker that supplements the Naples Asset Management Co., LLC brochure. You should have received a copy of that brochure. Please contact LaToya Maddox if you did not receive Naples Asset Management Co., LLC's brochure or if you have any questions about the contents of this supplement.*

*Additional information about LaToya Maddox is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).*



## **Form ADV Part 2B – Individual Disclosure Brochure**

*for*

**LaToya Maddox, MBA, CFP<sup>®</sup>**

Personal CRD Number: 5232539

**Investment Adviser Representative**

**NAMCOA<sup>®</sup> - Naples Asset Management Co., LLC**

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NAPLES, FL 34108

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UPDATED: 5/23/2023

## Item 2: Educational Background and Business Experience

**Name:** LaToya Maddox

**Born:** 1977

### **Educational Background and Professional Designations:**

#### **Education:**

M.B.A. – Georgia State University J Mack Robinson College of Business - 2014

Series 7 (General Securities) 2007

Series 63 (Blue Sky Law) 2007

Bachelor of Arts – Georgia State University - 2003

Georgia Property/Casualty, Life, Variable Annuity and Health License 1997

#### **Post-Secondary Education**

CFP® Certification Curriculum - The American College – 2005

#### **Designations:**

##### **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.

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:

- i. 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
- ii. 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.

### **Business Background:**

2020 - Present	Arbitrator Neutral ID : A32360 Financial Industry Regulatory Authority
2017 - Present	CFP® NAMCOA® (Naples Asset Management Co., LLC)
2005-Present	CFP® Infinity Financial, LLC Tax Preparation, Retirement And Financial Planning, and Business Consulting Services.
1997 - Present	CFP® Phoenix Associates
2007 - 2017	CFP® Wilbanks Securities, Inc

## Associations:

2003 – Present	Financial Planning Association of Georgia
1997 -Present	Professional Insurance Agents of Georgia

### Item 3: Disciplinary Information

There are no legal or disciplinary events that are material to a client's or prospective client's evaluation of this advisory business.

### Item 4: Other Business Activities

LaToya Maddox is a FINRA Arbitrator. Here she volunteers her time to help in arbitration cases, serving as an Arbitrator, this is non-investment related.

Latoya Maddox is owner of Infinity Financial, where she conducts tax preparation. , this is non-Investment related activity.

LaToya is an Instructor at the RS Thomas Training Insurance School. Here she conducts pre-license training for those who are pursuing an insurance career. this is non-Investment related activity.

Latoya Maddox is an Agent, Shareholder and COO of Phoenix Associates an insurance agency, this is non-Investment related activity. From time to time, she will offer clients advice or products from this activity. Clients should be aware that these services pay a commission and involve a possible conflict of interest, as commissionable products can conflict with the fiduciary duties of a registered investment adviser. Naples Asset Management Co., LLC always acts in the best interest of the client; including in the sale of commissionable products to advisory clients. Clients are in no way required to implement the plan through any representative of Naples Asset Management Co., LLC in their capacity as a licensed insurance agent.

## **Item 5: Additional Compensation**

LaToya Maddox does not receive any economic benefit from any person, company, or organization, other than Naples Asset Management Co., LLC in exchange for providing clients advisory services through Naples Asset Management Co., LLC.

## **Item 6: Supervision**

As a representative of Naples Asset Management Co., LLC, LaToya Maddox is supervised by Paul McIntyre, the firm's Chief Compliance Officer. Paul McIntyre is responsible for ensuring that LaToya Maddox adheres to all required regulations regarding the activities of an Investment Adviser Representative, as well as all policies and procedures outlined in the firm's Code of Ethics and compliance manual. The phone number for Paul McIntyre is (239) 287-3789.